

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES

and The Flavor Field

77th YEAR

APRIL 1954

C. E. BICKFORD & CO.

COFFEE BROKERS
AND AGENTS

NEW YORK
88 Front Street

NEW ORLEANS
427 Gravier St.

*Have you seen our booklet, "COLOMBIA, THE LAND OF COFFEE"?
It's delightfully illustrated, and yours for the asking.*



Careful cultivation . . . Constant experimentation . . .

Assure perfect quality the year 'round

**NATIONAL FEDERATION
OF COFFEE GROWERS OF COLOMBIA**

Member of Pan American Coffee Bureau
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**There's nothing like a good cup of
coffee. Tell it over and over again.**

J. ARON & COMPANY, INC.

J. ARON & COMPANY, INC.

Coffee Importers

GREEN COFFEES FROM ALL OVER THE WORLD



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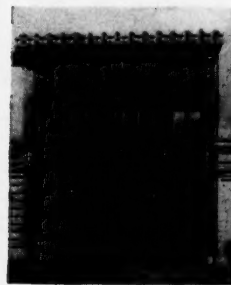
NEW YORK
91 Wall Street

SAN FRANCISCO
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NEW YORK

Direct Representation
SANTOS
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Offices of Representatives in Coffee Producing Countries all over the World.



Fine Colombian Coffees

LEONIDAS LARA & SONS INC.

99 WALL STREET

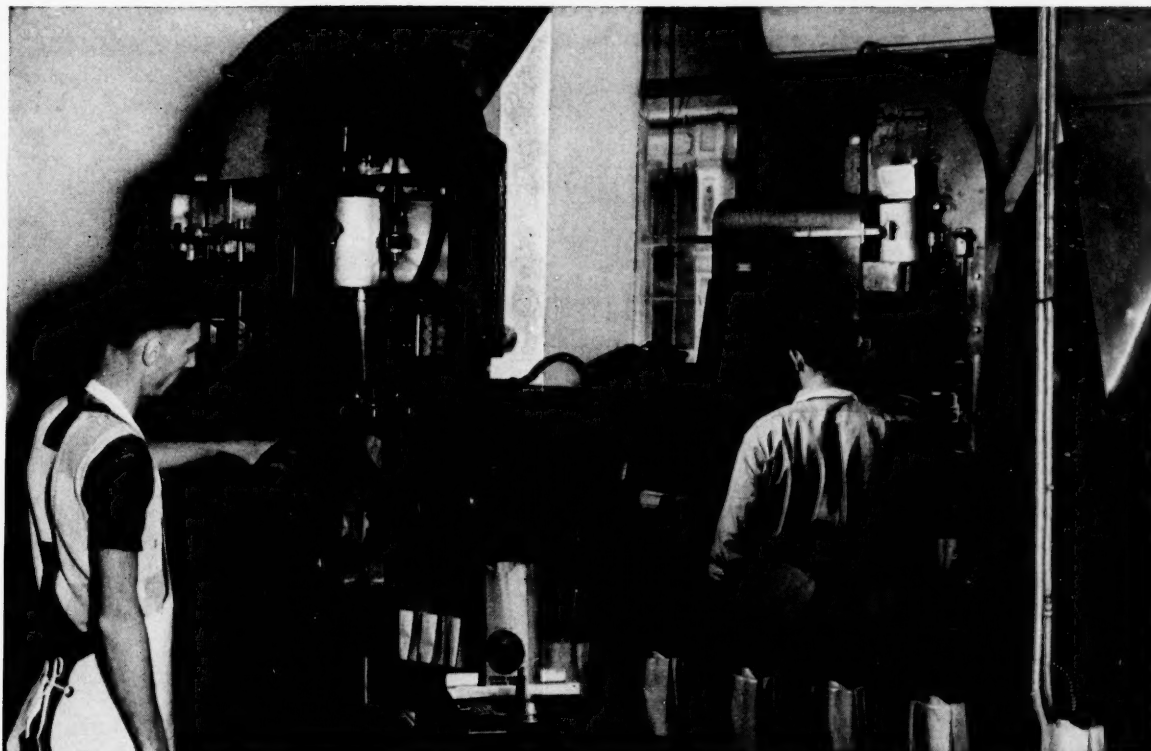
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These Users Prove **BAR-NUNS** *Save Coffee and Labor*

1. "Our Bar-Nun Weighers and Bag Feeders perform almost perfectly, are quite trouble-free, and the weights are amazingly accurate. In addition to this, they naturally save labor."

2. "I sincerely believe our Bar-Nun Weigher will pay for itself in a year through the saving of coffee, labor and space occupied in the packing room."

3. "We are convinced in our own minds that if we were still trying to operate without the Bar-Nun we would have to have at least one additional employee to handle the packaging of our products. On this basis, we feel that the Bar-Nun has paid for itself already in wages saved without even considering the savings we have made by eliminating overweights."

4. "The Bar-Nun Weighers and Bag Feeders have more than met all our requirements both as to ease of operation and freedom from mechanical complaints. Repeated checks have shown the extreme weighing accuracy; and our production records show the tremendous capacity and economy of the Bar-Nun."

5. "Since we have put the Bar-Nun Weigher and Bag Feeder into operation we have enjoyed great strides in reducing our production costs on our one-pound unit packages."

6. "With our Bar-Nuns we are able to put out more packaged pounds of coffee than we ever did before—and with less help. I don't know how we operated without the aid of the Bar-Nun Bag Feeders and Weighers."

7. "With our three Bar-Nun Bag Feeders and Weighers, the improvement both in speed and physical effort is so great that we use only 50% of the amount of labor on each of the production lines. Also we are extremely pleased with the accurate weights."

8. "Since installing the Bar-Nun Weigher our production has stepped up about 50%. Not only has production increased but our net weights have been more accurate and uniform."

9. "With our Bar-Nun Weigher we are assured of exact weights; also it has greatly speeded up our production with 'one less help.' We feel that considering greater production with less help and also correct weights, the Bar-Nun has paid for itself by now."

These experienced users prove—more conclusively than any other statements could—the savings in coffee and labor effected by Bar-Nun packaging equipment. Tell us the weights you package, type of containers you use and your approximate daily volume . . . Without obligation, we'll give you complete information on the Bar-Nun "Auto-Check" Weigher or Bar-Nun Automatic Bag Feeder, Opener and Weigher models that will make these same savings for *you*. Write *now* for this profitable information.



B. F. GUMP Co. 1312 S. Cicero Avenue, Chicago 50, Illinois

Engineers and Manufacturers Since 1872

GUMP RAY-NOX COFFEE ROASTERS • GUMP COFFEE GRANULIZERS • IDEAL GREEN COFFEE CLEANERS
BAR-NUN "AUTO-CHECK" NET WEIGHERS • BAR-NUN BAG FEEDERS, OPENERS AND WEIGHERS
DRAVER COFFEE BLENDING SYSTEMS • ELEVATORS AND CONVEYORS • EDTBAUER-DUPLEX NET WEIGHERS

NOW
MORE THAN EVER
IS THE TIME TO
SAVE
WITH

PORTUGUESE
COFFEE BLEND

THEY WILL
ENJOY THE BLEND

JUNTA DE EXPORTAÇÃO DE CAFÉ

HEAD OFFICE: 271-1 AUGUSTA ST. LISBON PORTUGAL
 BRANCHES: CABO VERDE • S. TOMÉ • ANGOLA

Miss Purdy was the first to notice that Steve Dalgren was missing! But, word got around fast, and overnight it became a first-class mystery. Every night, sometime between 5 o'clock and 5:10, he disappeared and had everyone trying to guess the whereabouts of the Missing Manager.

It just didn't seem to figure. Once a year part of Steve's job as manager was to concentrate on a program of minor improvements, regular maintenance and repair and the addition of auxiliary equipment—and, every year Steve went at it not only from 9 to 5, but from 9 to 6—to 7—to 8 and sometimes to 10. He was a regular fixture checking catalogs, specifications, performance reports, estimates, blueprints and installation plans.

This year, there was already enough activity in the plant so that everyone knew the annual minor improvement, maintenance and check-up program was on, but this year something was missing—Steve Dalgren and his late hours.

If it had occurred to Miss Purdy to call Steve's home about 5:30 the first night he was missing, she would have found he was comfortably seated in his favorite chair, reading the evening newspaper. This year, when the regular check-up and fix-up time came around, Steve called in Jabez Burns & Sons, and worked it out with them. Drawing on nine decades of engineering experience with all types of plants and all types of equipment, Burns engineers surveyed the whole plant operation scientifically and professionally. Then they laid before Steve a full report of what was absolutely needed, where improvements could be made, where and how more automatic operation could be achieved, what the cost would be, and how the work could be done with a minimum of interruption of production.

Steve knew a good thing when he saw it. He gave Jabez Burns the green light and working with them was able to step into his role as The Missing Manager as far as those "after-five" hours were concerned.



Want to know how to take care of minor improvements, regular maintenance and production check-up smoothly and without bothersome detail? Why not ask about how JABEZ-BURNS ENGINEERING CAN HELP YOU!

JABEZ BURNS & SONS, INC.

11th Avenue at 43rd Street • New York 36, N. Y.

DESIGNERS AND MANUFACTURERS OF FOOD PROCESSING EQUIPMENT

Engineers

Wherever you live - enjoy this tempting
TEXAS BARBECUE SUPPER!

*it's so easy - with today's
extra-delicious canned foods!*

YOU DON'T HAVE to live in the wide open spaces—you don't even have to have an outdoor grill—to treat your family and friends to this real Texas-style barbecue.

You can fix it superbly, in your own kitchen in minutes . . . because all of the major ingredients come right out of cans!

From the tender chunks of meat to the golden, yellow corn and sun-ripened fruits . . . you'll find them all at your corner grocery—in Cansco cans made by the American Can Company.

And like all the foods that come in modern Cansco cans, they're more than just convenient. They're packed with downright delicious flavor—and often with more vitamins and nourishment than you get in "fresh-bought" varieties.

This is one of many popular American meals you can prepare more easily, tastily, and economically today because the American Can Company pioneered in the perfection of the modern can for food. Won't you try the recipes? You'll like them!

**American
Can Company**

Containers to help people live better



The American Can Company not only makes the cans that bring you today's foods at their most delicious, nourishing best . . . it also cooperates with growers and packers to help them make certain that the foods that go into these cans are the very finest in the land.



This is the first of a series of full-color advertisements promoting the sales of canned foods and canned beverages and offering the *Quick Trick Cookery* booklet to housewives for 15¢ each. This booklet contains 26 menus and dozens of delicious tested recipes calling for the use of 227 different canned foods.

Coffee is highlighted in the advertisement above.

It's designed to help you sell more in '54!

The American Can Company is now advertising canned foods and beverages for you in national consumer magazines. This spectacular program reaching 47,700,000 consumers about once every three weeks will help you sell more in '54. Cash in on it!

The advertisement at the left appears in beautiful full color in the April 19th issue of LIFE and in the May issues of *McCall's* and *Good Housekeeping*.

It's a Canco ad—but its aim is to sell canned foods and beverages. Like the others which will follow it, this advertisement features a complete regional meal prepared almost entirely from canned foods and canned beverages. Clear, easy-to-follow recipes invite even the most inexperienced homemaker to prepare the various dishes in minutes.


Canco will stimulate your sales—*help you sell more in '54*—by increasing public appreciation for canned foods and the modern container which makes such wonderful meals and beverages available to everyone *quickly and easily*.

Containers to help people live better

**AMERICAN
CAN
COMPANY**

CANCO

New York, Chicago, San Francisco; Hamilton, Canada



PINEAPPLE-LIME COCKTAIL
Add juice of 1 lime to 1 can (1 pt. 2 fl. oz.) chilled pineapple juice. Garnish with a thin slice of lime.

•

TEXAS KABOBS
1 can (4 or 6 oz.) whole mushrooms
2 cans (4 oz. each) Vienna sausage
1 can (12 oz.) barbecue sauce, cut in cubes
1 can (8 oz.) whole white onions
1 can (4 oz.) pickles, cut in pieces
Pickle slices

Arrange on 8 skewers—drained mushrooms, sausage, cubed meat and onions separating them with pickle and pickle slices. Broil on both sides under medium heat, basting with Tomato Barbecue Sauce, until browned. Serve with additional sauce.

•

TOMATO BARBECUE SAUCE
1 can (4 oz.) tomatoes
1 can (8 oz.) tomato sauce
1/4 cup brown sugar
2 teaspoons vinegar
1/4 teaspoon salt
1/4 cup chopped onion
1 teaspoon chili powder

Combine all ingredients in saucepan; simmer 15 minutes, stirring frequently. Makes 3 cups sauce.

•

PARSLEY BUTTERED CORN
Heat 2 cans (12 oz. each) whole kernel corn. Season with butter, salt and pepper; add chopped parsley.

•

RANCHO SALAD
Chill and drain 1 can (1 lb.) peas and 1 can (8 oz.) julienne carrots. Combine with 1/4 cup dried onion. Arrange on crisp greens in bowl. Top with 1/4 lb. provolone cheese, sliced. To serve, toss with mayonnaise blended with red wine vinegar or lemon juice.

•

GRAPEFRUIT-PEACH DELIGHT
Arrange drained, chilled, canned peach slices and grapefruit sections in dessert dishes. Top with quantity of honey and sprinkling of meringue. Garnish with maraschino cherries, if desired.

•

GOOD HOT COFFEE
Brew it your favorite way... but make it stronger by using the fresh, full-flavored coffee that comes in vacuum-packed cans.

•


These recipes serve 4. They were developed in the Test Kitchens of the American Can Company.

•

Important note! Whenever you do not use a full can of food... cover and keep the remainder in the re-sealable right in the can. It's safe—and it's smart!

For other appetizing meals and recipes and for new canned foods cook book!

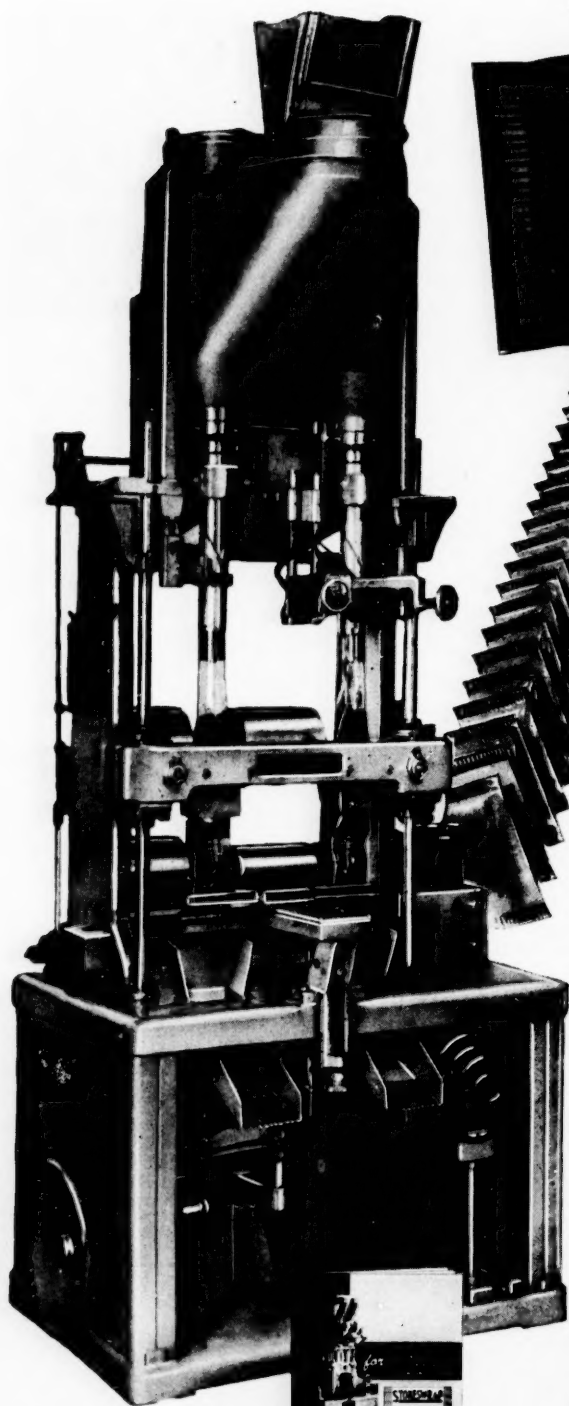
Just off the press—"Quick Think Cookery" contains 26 complete meals and dozens of delicious meat recipes. 48 pages, color photographs. For your copy—send 15¢ to American Can Company, Two Lakes, Box 259, New York, N. Y.; or in Canada, Box 136, Hamilton, Ontario.



Registered Trademark of the American Can Company.

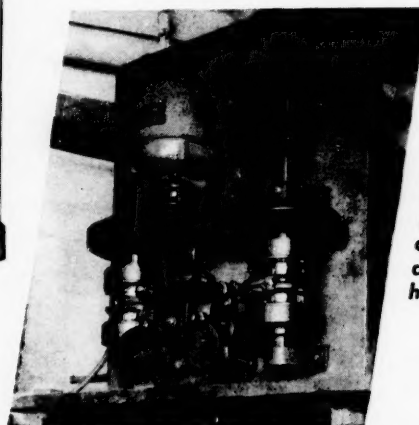
Today no coffee container in the world can offer you better flavor protection than the vacuum-pack can, originated by Canco.





OF COFFEE PER HOUR

For high speed precision filling of any size package up to 8 ounces, choose STOKESWRAP! Here is a Packaging Machine that holds costs down and keeps production profitable. In one efficient operation the STOKESWRAP automatically forms, fills and seals—delivering a neat, tight protective package. Cellophane, Pliofilm, polyethylene or any other approved heat sealing paper or foil may be used on the STOKESWRAP—plain or printed—single, double or laminated. Special attachment for gassing product is available. Auger or centrifugal feed.



*Close-up of
Model "BS"
STOKESWRAP
double clutch
drive with
independent
non-stop cam
control feed,
and separate
hoppers.*

Get complete details on the STOKESWRAP Packaging Machine Now. A copy of Illustrated Bulletin 4956 sent promptly upon request.



STOKES & SMITH CO.

DEPT. "S", FRANKFORD, PHILADELPHIA 24, PA.

Pacific Coast: SIMPLEX PACKAGING MACHINERY, INC., 534 - 23rd AVE., OAKLAND 6, CALIF.



SUBSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION

TRADE MARK

"It looked as if a forest fire had been there"



"THIS IS VERY DISTRESSING—WORSE THAN WE HAD IMAGINED," says Mrs. Theodore S. Chapman of Jerseyville, Ill. She is one of the housewives, all officials of the General Federation of Women's Clubs, who went to Brazil recently on the invitation

of the Brazilian Government. Here they are examining frost-blighted coffee trees near São Paulo. The other housewives are Mrs. Carl E. Swanbeck, Huron, Ohio, and Mrs. Gilbert F. Loeb, Waterville, Me.

A FRANK REPORT ON THE BRAZILIAN COFFEE SITUATION BY THE HOUSEWIVES WHO WENT TO BRAZIL AND "SAW FOR THEMSELVES"

(These are exact quotations from the first press conference held with the housewives on their return).

"The frost struck last 4th of July when the trees were in blossom."

"We flew over the country for several hundred miles. It really looked as if a forest fire had been there. Four million trees were destroyed or damaged by the frost."

What were the results?

"The coffee supply, as a result, is short. There is no question about that. And the supply will be short until these frost-bitten trees have a chance to come back."

"There is no backlog. They are sending out what is coming in."

"That is why prices are up. It is the economic law of supply and demand."

"We think there has been a great deal of misunderstanding in this country about it."

"Coffee is short in Brazil, too. Their price has gone up 100 per cent in the last three months. The housewives in Brazil are complaining just as much as the American housewife."

What actually increased the price?

"It is in the short supply of coffee."

"It will take time before coffee comes back. A coffee tree produces about a pound of coffee a year, on an average. All the labor is done by hand. All the cultivation is done by hand, including the planting and picking."

"But everything has gone up. We housewives are used to things being up. Coffee hasn't gone up nearly as much in proportion as other things."

BRAZILIAN COFFEE INSTITUTE, 120 WALL STREET, NEW YORK 5, N. Y.

APRIL, 1954

Killing the Goose That Lays The Golden Coffee Eggs

Notwithstanding the complications of the present coffee supply situation, we believe that nothing is more dangerous to the coffee roaster's future than to reduce quality.

It is our hope that all roasters will maintain the quality of their blends, to the best of their ability, during this critical period, otherwise, the use of competing beverages will be encouraged and the individual roaster will suffer perhaps irreparable loss in terms of good will, prestige and declining sales. In truth, he will be "killing the goose."

"Coffee Costs so little

. . . . and gives so much"

Ruffner, McDowell & Burch, Inc.

NEW YORK: 98 Front Street

CHICAGO: 408 W. Grand Ave.

SAN FRANCISCO: 214 Front Street

NEW ORLEANS: 419 Gravier St.

FOR RUSH HOUR

EFFICIENCY

FOR OFF-PEAK

ECONOMY



**SILEX HAS
THE ANSWER!**

- Coffee, freshly made as needed.
- Never Any Waste . . . no dumping.
- Compact . . . save always needed space.
- Finest Cup Quality . . . consistently.
- Low Cost of installation and operation.
- Coffee Tastes Better When Made and Served in Glass.

**SILEX ELECTRIC RANGES OFFER
ALL THESE IMPORTANT FEATURES**

1. Stainless steel 1-piece drawn bodies.
2. Heavy duty enclosed elements.
3. Three-heat rotary switches.
4. Underwriters' Laboratory approval.

new electric ranges available

FET-4 — 4-unit model. For large capacity brewing. Seamless construction, enclosed elements for longer life.

FE-3 — 3-unit model. Three burners in parallel arrangement. Has all the superior Silex features.

FE-2 — 2-unit model. Compact, simple and functional. Winner of the "Good Design Award" of the Museum of Modern Art.

FOR SPEED-UP AT SERVICE LOCATIONS!



No matter how coffee is brewed, peak demand means congestion . . . loss of time and money at brewing points. The answer — Silex warmers at convenient locations!

Draw Decanters of coffee from brewing points for delivery to warmers. Result? Faster, more efficient service . . . more coffee sales, more profit, more satisfied customers for you.

Write for catalog and further details.

**THE
SILEX
COMPANY**
HARTFORD 2, CONNECTICUT
St. John's, P. Q., Canada

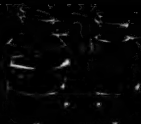
Coffee
Makers



Coffee
Warmers



2-Burner
Warmers



Instant
Water
Heater



**SCHAEFER
KLAUSSMANN CO., INC.**

- 99 WALL STREET, NEW YORK 5, NEW YORK
- 302 MAGAZINE STREET, NEW ORLEANS 12, LA.

Coffee Importers and Agents



No Capital Investment for this AMAZING MOCO BAGGING MACHINE

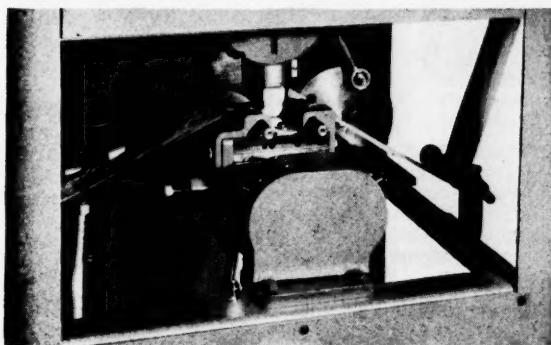
PRODUCTION: 12,000 per hour (200 per minute) Steepolator Bags, simultaneously made and filled. The only machine that will automatically pack a Standard Measure of ground coffee into a pleated bag less than 2½" square.



PACKING PRECISION: Volumetric feed adjustable to weight tolerance of 1½ grains (approx. 1/300 of an oz.) per bag.

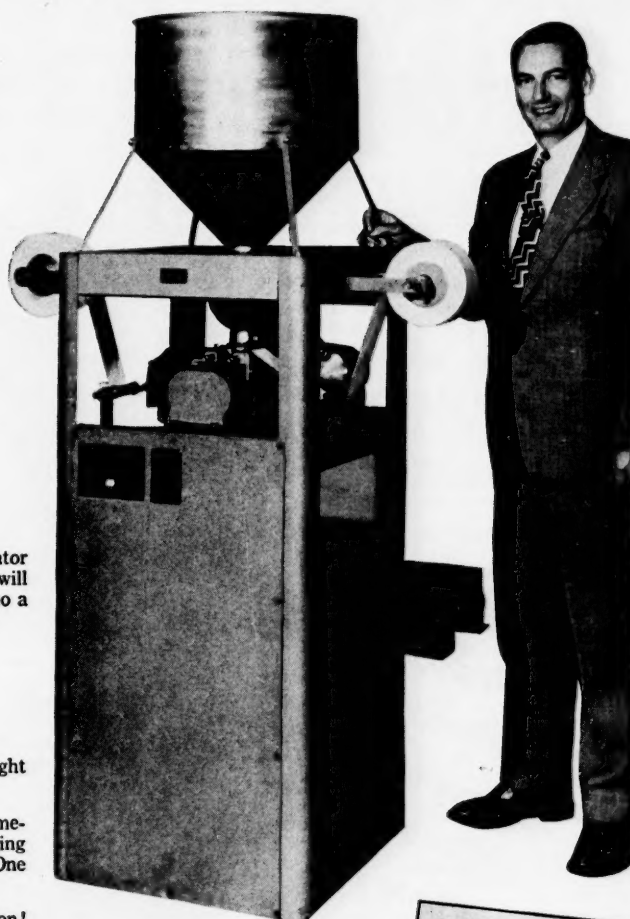
TROUBLE-FREE OPERATION: Never before equalled mechanical simplicity means years of trouble-free bag packaging with no need for in-plant service engineers or mechanics. One attendant can easily operate two or three machines.

NO CAPITAL EXPENDITURE: No reserve for depreciation! Production cost accounting simplified! Machine installed for small advance royalty on royalty-lease basis.



Component unit — only 7" x 5" x 14" — contains all vital working parts of MOCO bagging machine.

Nearly mechanically-foolproof, lightweight unit can be replaced by attendant in minutes.



Advertised in **LIFE**, Steepolator Coffee Bags give roasters the biggest profit margin per pound of any form of coffee packaging — at no greater cost per cup to consumers.



MOCO MACHINES ARE ADAPTABLE

for making tea bags and varying sized bags of any approved heat sealing paper, cellophane, pliofilm, or foil for spices, solubles, peanuts, candy, pills and a wide range of other food and drug items in granular or powder form.



MODERN COFFEES Inc.
130 NEWBURY STREET • BOSTON 16 MASSACHUSETTS

Why Flav-O-Tainers keep coffee fresh 3 times longer



*TM, The Goodyear T. & R. Co.

Hold a Shellmar-Betner Flav-O-Tainer bag in your hand, and you know in a minute why so many leading roasters and packers use it for their coffee.

1. Each Flav-O-Tainer bag has a Pliofilm* lining and hermetically sealed inner seams. Oxygen is locked out—flavor and aroma are sealed in. That means coffee stays fresh from

the roaster's filling line to the customer's cup. 2. The Flav-O-Tainer is engineered for easy, economical automatic or semi-automatic filling. 3. With expert Shellmar-Betner printing, any package design stands out, crisply and cleanly, in eye-catching color.

Call on Shellmar-Betner soon...see how many ways Continental can help you.

CONTINENTAL  CAN COMPANY



SHELLMAR~BETNER
FLEXIBLE PACKAGING DIVISION
MT. VERNON, OHIO



YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—NEW COFFEE ROASTER

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

2—INSTANT COFFEE DATA

Yours for the asking is a comprehensive survey of the instant coffee field which answers such questions as: How much capital investment do you need to get into the instant market? What additional advertising budget is necessary for instant? What are your chances in competition with national brands? Coffee Processors, Inc., 1111 North Halsted Street, Chicago, Ill.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic depex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—COFFEE GRIND STANDARDS

Copies of the Simplified Practice Recommendation on Coffee Grinds, which have been out of print, are now being made available to members of the trade by Jabez Burns & Sons, Inc. This ten-page reprint of the U. S. Department of Commerce pamphlet gives details of the standard grinds worked out by the trade in cooperation with the government. For a copy, write Burns at 11th Avenue and 43rd St., New York 36, N. Y., or check the coupon below.

5—SEALING TEXTBOOK

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummed Paper Tape; 3. Metal Stitches and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

SPICE MILL PUBLISHING CO.
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Firm Name

Street Address

City and State

Signature Title

APRIL, 1954

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

77th Year

APRIL 1954

Vol. 77, No. 4

World's need for more coffee 16	January packer sales gain biggest on record 59
<i>An estimate of where coffee stands in scientific methods</i>	
Trends in African coffees 19	Ceylon cuts tea shipments to London 61
<i>Part 1 of a detailed summary of an expanding supply source</i>	New Lipton package 63
PCCA to review crisis impact 20	<i>Simplification makes brand recognition on shelf easier</i>
<i>Program for West Coast meetings at Pebble Beach</i>	Pepper 65
Granicher: "Let's get more coffee" 20	<i>Part 3 of a comprehensive article on varied aspects</i>
The coffee year on the Coast 21	FEMA'S 45th convention 67
<i>A detailed review of an eventful coffee period</i>	Record flavor attendance expected 67
Emigh: "Guard that coffee quality" 22	Flavors meet the challenge 69
Frew: "New problems facing roasters" 23	Flavor transportation 71
Older: "An oldtimer on coffee prices" 24	Trends in certified colors 73
Public expects prices to stay up 29	Flavor developments on the West Coast 74
<i>Surveys of effect of current situation on coffee marketing</i>	Vanilla beans and the flavor market 75
San Francisco Club "warm-up" 31	Flavorama 78
Major restaurant coffee study 34	The advance in Mexican vanilla 79
Robin Hood Flour's coffee deal 36	
What's the difference between the Tea Association and the Tea Council? 53	Departments
A glossary of tea tasting terms 56	Trade roast—cartoon 20
"Sell more" program for mid-year meeting 57	Crops and countries 32
Mechanization of tea cultivation 58	On the menu 34
<i>Conclusion of an article surveying key developments</i>	Marketing 36
	Solubles 38
	Out of the grinder 41
	Ship sailings 43
	Coffee movements, outlook 50
	Editorials 51
	Tea movements 60
	Packettes 63
	News from key cities 84

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77th Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

The current coffee situation has pushed the industry hard against one of its frontiers: productivity rates on the plantations. In these excerpts from "Foreign Agriculture", an authority sums up the problem.

If the United States farmer were to produce corn and wheat by methods as old as those in use by the world's coffee farmer, he would have to go back before the days of hybrid corn, back even before the days of Cyrus McCormick and the reaper.

For the amazing fact is this, that in a day that prides itself on improved production of food, fiber, and other agricultural goods, coffee production is still going on in the same old way, without any significant increase in productivity per man-hour or per acre—the two measures of progress with any crop.

The world coffee crop was even less last year than it was 20 years ago—5.1 billion pounds instead of 5.4 billion—and this in the face of a current coffee consumption of 5.3 billion pounds. To put it flatly, coffee is being underproduced.

The soundest way of increasing production is to increase efficiency, to turn out more per tree, per laborer, per acre. But for generations that way has been getting only secondary attention in coffee-producing countries, and coffee as a crop has generally been permitted to become a victim of circumstances instead of being adapted to the unfavorable features of its environment, or otherwise being freed from the effect of those features.

It is only fair to say, however, that one of the reasons for this backwardness is the fact that under-production of coffee is a fairly new problem, not more than ten years old. Before 1944, coffee was being over-produced. In the 1930's and even before, harvests were exceeding consumption, and stocks were piling up in the coffee countries, principally in Brazil, the world's biggest producer. Under such circumstances it was only natural that increases in productivity should not be encouraged.

Nevertheless, it is to this lack of technological improvement that we now owe much of our coffee shortage. If there is any consolation to be had from this sorry fact, it is that the field for development is wide open and offers endless opportunity for progress.

Labor efficiency in coffee production has not increased over the years. Mechanization of various processes is almost unheard-of in many areas; and harvesting and marketing methods are still crude. Records kept by the coffee industry in one part of Brazil, for example, show that the output per worker is still about the same as it was 100 years ago. Such a fact is sharpened by a contrasting one: In the United States the average farm worker, for every 100 pounds of crop he turned out in 1935, turned out 181 pounds in 1950—an increase of 81 per cent in only 15 years.

Coffee boosts from science

Much of our own farmers' high productivity traces right back to the ranks of scientists, who have bred rust out of wheat, high yield into corn, disease resistance into alfalfa, and size into blueberries; found fiber in corn kernels, resins in soybeans, and solvent in oat hulls; taught the cotton farmer how to keep the boll weevil out of his fields and the apple grower how to control the codling moth.

Coffee has not had such boosts from science. Only a

world's need for more efficient coffee production

By CLAUD L. HORN, Chief
Sugar and Tropical Products Analysis Branch
Foreign Agricultural Service
United States Department of Agriculture

little work has been done to breed improved varieties. Even the botanical classification of existing species and varieties is still in disorder; and not much is known about the influence of heredity in the coffee plant. In Latin America some devoted scientists are trying to improve plant selection and breeding; but they are limited by lack of facilities and their own small number. Not many of the improvements they have thus far brought about have yet found their way into the fields of growers; and as a result most of the bearing trees are only the ordinary direct progeny of those first trees that entered the Americas back in the early 1700's.

If more were known . . .

Many of the destructive diseases and insects that cut into coffee crops might have been controlled long ago had more been known about this matter of heredity, and about the resistance of different species and varieties to the various plagues. As things stand now, however, diseases and insects in the Western Hemisphere alone reduce coffee crops by ten and 15 per cent, losing the industry between 300,000,000 and 500,000,000 pounds a year.

Cultural methods for coffee have had so little scientific work done on them that there still is no real knowledge about such commonplaces as how to plant a tree, how to fertilize it, and how to prune it.

Against the background of this more or less static situation, production costs have risen sharply; labor, though still not well paid, has greatly increased in cost; interest rates are higher; imported equipment is dearer; and taxes have risen considerably. The end result is that even with today's high prices the coffee farmer is not making the fabulous profits that some of us may imagine. In fact, in some countries there is not enough profit in coffee to attract the small farmer at all.

Coffee cultivation has remained in its backward state chiefly because the crop has never undergone a thorough industrywide study by enough competent scientists with facilities for the job. Many growers are comparatively isolated by poor communication systems and have had few opportunities to receive technical training or even advice. Schools for training agricultural workers are few. In many areas growers have not had recourse to effective credit systems. Government revenues from coffee have had to be distributed over so many functions that the

share remaining for improvement of the crop has not been enough. And only recently have the coffee drinkers in the United States been aroused enough to ask their government to look into the matter.

The gap between production and consumption first appeared in 1944 and has been widening ever since, with prices rising to match it. Until 1949 the difference was made up from stocks that had accumulated in Brazil during the 1930's; but by 1949 those stocks were virtually depleted. Ever since, we have been leading a hand-to-mouth existence as far as coffee is concerned, with nothing but the current crop to fall back on.

Trend in plantings

The price increases in the 1940's, however, did not seem to daunt the coffee drinker; and consumption continued its upward trend. Brazil—we single out that country because it is well established as the world's largest producer—began extensive plantings again, thus reversing the policy of restraint and retrenchment it had exercised in coffee growing ever since the depression of the 1930's.

But in the interim some things had happened that made it not so easy to take up coffee promoting exactly where it had been left off. In the first place, laborers had migrated from the great old coffee areas to areas where industrial enterprises offered more remunerative work; and the phenomenal growth of cities during that time had raised the price of labor far beyond what it had once been in the coffee plantations. Besides, many of the old coffee lands, worn out by the crop, had been either abandoned or turned to other agricultural uses. For these reasons the new plantings came to be made farther south in Brazil, where the climate is more temperate and where killing frosts sometimes occur.

A coffee tree has to be about five years old before it begins to produce for market. By 1953, therefore, the first of Brazil's new plantings were about to add something to the world's supply. Optimism was high about the future: each year new plantings would be coming into production; each year each young producing tree would be yielding a larger crop than it had the year before, for a coffee tree is most productive between the ages of eight and 20 years.

NCA board asks U. S. to aid coffee growers

The board of directors of the National Coffee Association voted in New Orleans to ask the federal government to give technical assistance to coffee producing countries throughout the world.

The directors ordered the association's Agricultural Development Committee to ask the government to administer the aid through the Mutual Security Administration, successor to the old Point Four program.

President James M. O'Connor pointed out that the board's action is a long-range plan based on its estimate that some 50 per cent more coffee will be used by 1975, because of population increases alone.

Since coffee can be grown only in certain climatic areas, there is a need for increased agricultural research to find ways to increase the coffee yields per tree.

But on the crest of this rising wave, in July, 1953, a severe frost struck most of the new coffee plantings. It destroyed much coffee on the trees; some reports say more than two-thirds of a billion pounds, nearly enough to make up one-fourth of a whole year's imports into the United States. Even worse are the reports that it killed to the ground 80 per cent of the trees younger than three years.

Now it looks as if things will have to be worse before they can be better. Even before the frost, the number of coffee trees in Brazil had not recovered substantially from the drop in the 1930's: in 1933 Brazil had had nearly 3 billion trees; in 1942, 2.3 billion; in 1951, 2.4 billion. Besides, the largest per cent of the producing trees are in the over-20-years-old group, well past the peak of productivity; and it will be some years before there is again a majority in the most fruitful age bracket, as there was, for example, in 1942. Even if unprecedented numbers of trees are planted now, it will take years before they can do the consumer any good. Certainly the world coffee market today faces the most serious deficit in modern history.

We would not so much concern ourselves over the current shortage if the coffee-drinking population had reached an even level and there was promise of its staying there. Actually, nothing of the sort is in prospect.

Trend in consumption

In the United States, for example, where more coffee is consumed than in all the rest of the world, the coffee-drinking population—assuming that it consists of persons older than 15 years—has grown steadily in the last 30 years. Besides, each of these persons is drinking more coffee; 20 years ago per capita consumption was 19 pounds per year; today it is more than 24—a development all the more significant because it has occurred in the face of rising prices.

Twenty years from now, say in 1975, we will probably be counting our coffee drinkers at 154 million. By that time the unusually high birthrate of the forties and early fifties will have transformed itself into a reenforcement of the coffee-drinking ranks—that is, if the coming generation gets a chance to develop its taste for the beverage. At the same time, the old coffee drinkers will not have dropped out as fast as they once did: people are living longer. By 1975, then, even if each of us drinks no more coffee than we do now, our coffee requirements may well be close to 3.8 billion pounds.

To this growing demand in the United States we must add the growing demand in Western Europe, which before the war ran almost neck-and-neck with us as a coffee market. Although in the first postwar years Europe kept its coffee imports down, it is now buying more freely and will probably match us again. Other countries, too, among them the producing countries, may be expected to consume more coffee as they develop economically.

In the aggregate, the immediate prospect of an adequate supply is dark. But here and there are bright spots. In both hemispheres groups of scientists and their helpers, most of them working in isolated areas with limited facilities, are forming a nucleus around which an adequate program could be built. In several countries government agricultural experiment stations and extension workers are giving the problem their attention. Brazil, for in-

(Continued on page 83)

MEMBER OF



THE GREAT ATLANTIC & PACIFIC TEA CO.

**IMPORTERS, ROASTERS, RETAILERS
OF FINE COFFEE**

Represented in

BRAZIL AND COLOMBIA

By the

AMERICAN COFFEE CORPORATION

A background image showing a dense field of coffee beans, with a white rectangular box tilted across the center containing the text "HAITI COFFEE".

**HAITI
COFFEE**



is preferred -- because of its

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

Plus: Expert Care in Final Removal of Defects

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI

Coffee Exports from Africa (in bags of 60 kilos)

	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950	1951	1952 *	1953 *
Kenya ...	269,366	150,257	269,273	347,110	231,804	289,332	285,948	145,512	309,809	308,962	118,000	103,115	126,004	162,432	179,302	241,366	145,990	169,781	187,946	291,309	300,000
Uganda ...	64,770	130,018	106,423	124,076	218,266	236,880	290,178	303,714	343,476	291,024	324,000	308,628	342,620	531,288	536,166	639,576	472,877	573,073	789,815	708,961	625,000
Tanganyika ...	215,370	250,062	314,775	280,417	230,112	232,600	280,872	264,798	230,306	251,262	184,300	263,515	244,494	160,300	234,342	190,380	206,000	257,234	275,915	319,321	225,000
French West Africa ...	28,751	45,466	66,366	112,000	174,000	241,317	309,517	285,000	483,333	333,333	417,000	407,562	653,417	607,200	734,300	937,500	1,062,367	1,066,169	1,087,317	1,169,661	1,223,000
French Equatorial Africa ...	2,986	11,051	15,500	22,000	25,000	37,263	39,850	28,967	5,417	26,700	109,117	51,700	36,000	46,617	98,767	40,250	44,733	78,131	70,817	81,636	50,000
Cameroon ...	8,368	13,426	22,908	34,000	43,000	70,850	89,000	70,700	1,750	110,333	142,750	84,563	111,667	97,633	136,167	103,533	137,500	127,500	144,717	191,965	300,000
Togo ...	1,266	1,070	1,943	2,500*	3,000*	5,767	12,533	11,033	28,067	17,000	5,900	1,300	68,083	8,567	40,867	27,663	33,817	19,617	57,200	45,865	90,000
Madagascar ...	253,844	234,935	259,000	463,000	353,927	686,693	515,650	336,237	373,550	16,628	306,150	755,667	448,759	372,555	488,555	332,759	380,000	748,000	508,700	686,934	640,000
Belgian Congo & Rwanda Urundi ...	141,115	306,486	219,000	280,000	270,000	325,985	351,000	321,863	427,917	462,133	510,117	356,317	531,130	456,317	619,017	509,067	523,900	553,766	580,333	515,000	530,000
Angola ...	199,705	192,220	171,000	325,833	273,363	277,283	345,727	263,686	236,267	325,309	389,567	364,500	514,567	775,000	745,384	903,363	772,963	828,167	1,073,886	794,260	800,000
Sao Tome ...	12,525	12,574	14,588	11,152	13,967	11,251	11,259	8,393	5,960	10,428	5,149	9,181	7,500	8,983	7,399	7,000*	5,517	3,733*	4,000*	4,480	4,300
Principe ...	492	1,121	1,129	984	1,152	1,144	2,030	1,348	576	3,159	1,773	3,470	2,300*	2,900*	1,667	233	110	100*	100*	1,579	1,800
Cape Verde Is. ...	270,930	374,750	330,424	349,713	316,818	300,941	56,387*	25,654*	25,000*	180,414	198,049	222,299	263,099	244,383	296,590	297,148	302,529	314,434	403,872	357,451	600,000
Ethiopia ...	5,100*	8,000*	14,450	17,000*	30,400*	33,800*	27,300*	31,416	40,800*	52,700*	66,429	88,434	98,855	96,254	98,396	115,872	87,006	106,917	88,096	90,100	100,000
Spanish Guinea ...	28,394	34,102	22,911	33,408	33,379	14,896	16,705	15,000	10,023	8,349*	8,349*	13,364	8,349*	8,157	3,330	1,680	2,300	7,730	300*	3,040	5,000
Liberia ...	653	402	1,384	1,266	4,368	1,006	1,469	5,013	2,315	107	5,306	11,301	19,923	13,906	17,871	14,901	8,945	6,989	9	608	10,000
British West Africa ...																					
AFRICAN TOTAL	1,463,693	1,670,420	1,872,784	2,397,442	2,102,578	3,066,978	2,630,325	2,116,394	2,425,122	2,399,741	2,097,400	3,064,911	3,475,947	3,801,141	4,057,040	4,360,831	4,364,674	4,858,370	5,330,033	5,249,775	5,986,000
World Total	28,655,960	35,549,569	37,265,054	37,746,596	35,516,917	35,356,871	35,049,348	33,736,492	31,092,447	18,007,818	28,612,462	35,845,365	27,198,780	28,081,000	29,067,654	33,180,000	34,354,000	39,184,000	31,710,000	33,320,044	33,500,000
African Percentage of World Total	5.5%	6.5%	6.5%	6.2%	6.2%	8.8%	9.1%	8.9%	11.5%	12.9%	11.9%	11.9%	12.9%	12.9%	13.9%	13.6%	12.4%	16.0%	16.5%	16.4%	18.3%

* Estimate. † French West Africa includes: Ivory Coast Mauritania, Dahomey, Sudan, Guinea, Senegal. ‡ Import figures. Edm. Schluter & Co., Ltd., London

trends in African coffees

With the current tight supply-demand situation in coffee, new sources of supply come in for close scrutiny. The prime area for more coffee, outside Central and South America, is Africa.

What is the coffee situation in Africa? How does it look for more production?

Here are some answers, in excerpts from the timely annual review of African coffees issued by Edm. Schluter & Co., Ltd., London.

Coffee producers in Africa have had a very good year and we do not doubt that they have an equally good one ahead of them. Supplies are not equal to demand, so prices must rise.

Producers must remember, however, that high prices of any commodity over a period court disaster and—in this century—synthetics. A great deal of money has been spent in trying to make synthetic coffee and the higher coffee prices rise the greater the probability of synthetics. African producers would be better able to reduce their costs to meet such a situation than are many others, and in any event quality and economy of production will carry the day. Therefore one would like to see more money ploughed back into improvements in production, more spent on research; and greater vision and more interterritorial and international thinking.

There is also a need for an African Coffee Bureau to function in Europe along the lines of the Pan-American Coffee Bureau in the U.S.A.

We hope that Uganda, which is a progressive country, will not finalize its proposals for the reorganization of the coffee industry without first sending a representative to South and Central America to study the industries there, as certain prominent planters and representatives from other producing areas have done.

Agricultural departments are sorely understaffed in British East Africa, but much of the technical information is available in Europe where there are many within the industry who are willing to help either with the information or a knowledge of how and where it is best sought. Not only merchants, individually and through their associations, but also European governments, should have at least as much interest as has the U. S. government in Latin America, in helping and encouraging the coffee industry in Africa.

Some territories give the impression of seeing technical problems solely from considerations of local political and economic factors. The advice of experts is no more costly than the mistakes of the not-so-expert.

Africa still depends on agriculture and needs to look first to its food crops, which have been causing concern recently in certain territories. At the same time all African governments are faced with what Lord Hailey described before the war as "the fundamental need to raise the African standard of living"; that need is no less fundamental now, and coffee must therefore be of very real importance. We do not lack confidence in its progress, and we envisage a gradually increasing production in the foreseeable future.

(Continued on page 40)

PCCA to review crisis impact on coffee

Far more attention than normal will center on this year's convention of the Pacific Coast Coffee Association. The first substantial meeting of coffee men since the current coffee crisis broke, the convention will be closely observed in this country and abroad.

Discussions at the West Coast conclave are expected to reflect industry thinking on the enormous problems which have arisen in the industry.

Platform talks, as well as informal give-and-take opinion, will probably yield indications of the effect of the crisis on demand in the grocer and restaurant markets.

Ideas on trade action to meet the new problems of operating on a higher price level will be exchanged. The impact of the current situation on industry practices and on companies in the field may also be indicated.

Talks are expected to chart the pattern of the crisis until now, and to review the work of the investigating committees.

It would now seem that Pebble Beach has become a permanent part of the Pacific Coast Coffee Association's physical equipment—like its downtown office, its records or its standing secretary. Again this year, during May 17th, 18th and 19th, Del Monte Lodge will be the scene of the annual playful and serious activities.

Certainly convenient for the members from San Francisco, it is about halfway between the northwest and the south, and no more beautiful spot could be found in the whole country.

President Peter Folger has prepared a challenging pro-

Trade Roast

By DOUGLAS WOOD



"Whatever you do, don't start an argument with these guys about coffee prices."

gram, and has arranged for speakers who will try to shed some light on today's perplexing problems.

Considerable interest will be added by the meeting of
(Continued on page 83)

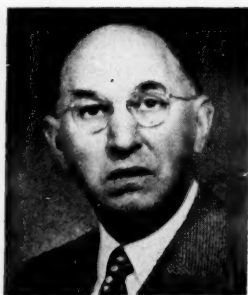
"Let's get more coffee!"

By W. O. GRANICHER, Director
Green Division
Pacific Coast Coffee Association

Considering the unprecedented circumstances confronting all of us in the coffee industry, it is unusually difficult to assess the future as we sail into what we might call "uncharted seas".

Just two years ago, in the April, 1952, issue of COFFEE & TEA INDUSTRIES, I was privileged to submit an article entitled "Increasing the Supply of Coffee". It seemed perfectly apparent at that time that the principal barrier to a more ideal condition in the coffee picture, as it affected the United States, was an existing and future shortage of supplies. With the passage of time, this concept becomes increasingly evident.

We are now confronted with a price structure never before equalled and completely unanticipated by the most



bullish elements in the trade. We are likewise unjustly faced with bitter and caustic criticism on every hand, called scoundrels and worse because of these rapidly advancing prices. This has all led to the prevalent wave of investigations, conducted in an atmosphere of prejudged guilt and, in the main, failing to recognize the underlying reason for the present situation, and the fuse that served to set off the explosive. This fuse, of course, was the Brazil frost of July 4th and 5th. The basic factors were, and still are, insufficient existing and foreseeable supplies of coffee—particularly good coffee.

We have seen the coffee producing countries, either individually or in associations, enter the United States and create better public relations for coffee and actively and intensively stimulate the use of the article. What's the matter with having this country, which consumes two-thirds of the world's production, adopting the same tactics in reverse? In other words, let us encourage increased production of coffee in countries well known in our statistics, as well as initiate other countries into the fraternity of coffee suppliers. Certainly at these present levels, the rewards to producers seem very attractive.

It looks as if our task is to sell the idea that the United

(Continued on page 64)

the coffee year on the Coast

By MARK M. HALL, San Francisco Representative
Coffee & Tea Industries

When coffee prices rose to their unprecedented heights in March, 1953, due to the lifting of U. S. ceilings, the boys who congregated on the corner of California and Front Streets were speechless. If a prophet had passed by during those days, he might have said, "You ain't seen nothing yet!"

During April and May, prices continued to decline and reached a low for the movement at a point under the old ceilings. Wholesalers and retailers had anticipated that removal of ceilings would bring hoarding by the public. This did not materialize. But the grocers had stocked up, and this led to a period of dullness for the green man, as roasters were short of orders.

At times Brazils were selling above Colombians. West Coast buyers turned to Centrals and Colombians for their blends, and often packs were graded up. Colombia had registered too much coffee at the time of high prices and when the tide turned, their prices weakened in relation to Brazils. Roasters who had been running with overtime in March were on a part-time basis in April and May. They had taken delivery on a lot of high priced coffee. Buying was only for fill-ins or for immediate needs.

During June, with prices of green coffee at relative lows, the public was getting the benefit of bargains. There was a threatened maritime strike which caused a flurry in spots, and also talk of Brazilian devaluation. The market on the whole was working gradually upwards, but with no great momentum.

"The shot that rang 'round the world" was the freeze which hit Parana and Sao Paulo in July. The effects of that catastrophe were immediate, and its potential for trouble was far reaching. Importers up to the time of the news of the freeze were experiencing a rather dull period. Then there was a rush to buy Colombians in place of Brazils,

which forced up the price of the Colombians. Supplies of sweet or clean cupping coffees were about off the market. It was difficult for importers to obtain offers, and the roasters held back on account of high prices.

There seemed to be ample coffee on hand in this area, judging from the imports into San Francisco, which showed an increase of 12,589 tons for the first six months of 1953 over a like period for 1952.

In August, Brazil allowed conversion above \$68.00 per bag at the free rate, but the drop due to devaluation was soon absorbed by rising prices. Green men in San Francisco complained that high prices made it difficult for them to squeeze out a profit. Roasters were now really confused. The problem of buying was a headache. It was said at the time that if the wholesale price rose to 91 cents, retail coffee which had been selling for 91 cents would go to a dollar.

Santos continued above Colombians, which caused a further trend toward milds and a lessening of Brazilian imports.

The news that was awaited during August and September was the extent of the frost damage, to be indicated by the flowering in October. During September there were estimates of a holdover of 3,000,000 bags and predictions that Brazil would have 13,800,000 bags for export. Some believed that indications of the flowering were a disappointment, and that the carryover would be under 3,000,000 bags. European consumption was growing and a continued tight supply was in sight.

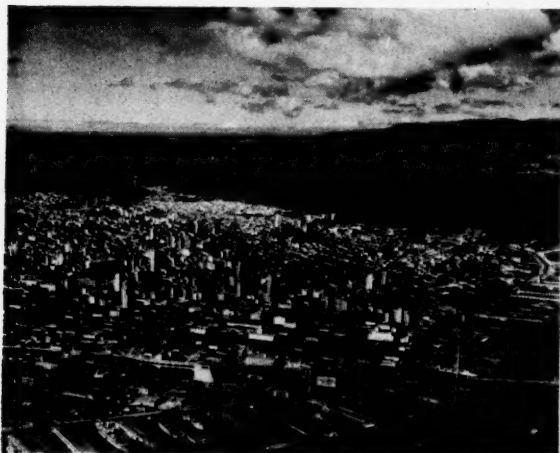
During this month there was a spread of almost six points between spots and distant futures, which indicated some doubt regarding high prices for the future. Roasters bought reluctantly, but they entered the market a little more actively. They had hopes that the Centrals due in November and December would relieve the situation.

Prices of Brazils rose to new highs during September and the first days of October. Then the report that the long-shore strike would not take place until Christmas, if at all, and the devaluation of the cruzeiro to 23.38, caused a drop in Brazils from 57½ to 55 cents FOB. Colombian Manizales, which had reached a peak of over 65 cents in New York, fell with Brazils, but Colombians soon resumed their upward march in price.

Brazils remained in the fifties during November, and then its rise began again about the first of December. Some reports were received on the Coast that there was good blossoming in Parana and that prospects for the next year's crop seemed better. Shipments to ports in producing countries had declined somewhat, but that could not be taken as evidence of a shortage in production. Producers were holding back, waiting for an improvement of the cruzeiro in relation to the dollar. This took place as indicated.

During the latter part of November, business became active for the importers. Buying is always stimulated on a

(Continued on page 33)



San Francisco, looking toward the Golden Gate

now more than ever— guard that coffee quality

By WELDON H. EMIGH, Director
Green Division
Pacific Coast Coffee Association

As this article is being written about 60 days prior to its publication, and knowing what can happen to coffee prices in a 60-day period, one must "hedge" any comments made today. (Anyone allergic to that word?)

At this particular moment, the point which is uppermost in my mind is the problem roasters will have in maintaining quality under present price conditions, and relatively the same problem the green man will have obtaining it.

There will be a tendency on the part of some manufacturers to lower their standards of quality as prices advance, feeling that the buying public will turn to cheaper coffees. I am sure this will be contrary to actual developments. The average consumer, it is my belief, will analyze the situation and conclude that if coffee is retailing at, say, a dollar and a quarter a pound, he would be better off to buy as fine a quality as he can even though forced to pay the top price. In other words, if a buyer must pay a figure which is far above the so-called psychological "price level" the public seemed to have had in mind in past years, then to pay a few cents more to get the best would seem sensible and more practical in the long run.

While it will be extremely difficult for the next three or four months to obtain quality coffees from all producing countries, inasmuch as Central American crops are finished and Brazils are at the end of their crop, the green firms, as well as roasters, would do well to endeavor to procure the best qualities possible from those sources which are available. Lowering one's sights on quality, as we have seen proven in the past, even though it appears tempting for one or more reasons, is both harmful and shortsighted from an industry standpoint.

Some in the industry today point out that so much harm has already been done to coffee in the eyes of the consumer by skyrocketing prices that no further harm is possible. I feel, though, that we should try to safeguard the quality element even more so, at high prices, so that at least we won't be criticized from that viewpoint.

Already we have been the targets for sharp comments on prices, and as there appears likely no immediate change in that field, let's do all possible to give the public the best cup of coffee we can.

Having been in the coffee business for about 34 years, I find it certainly interesting, if not exactly amusing, to see a market such as we have these days. Please note that



I don't specify "today"—that seems to be much too brief a time under present conditions.

The rapidity with which we were swept into higher and higher price brackets came almost too suddenly to permit maintenance of supplies in green and roast hands, and also quite naturally, as prices continued higher each day, the tendency to replace lots sold appeared less practical. Consequently, many firms permitted stocks gradually to diminish until now we see some firms in an unfortunate, relatively short position—not so much of their own choosing but more from a standpoint of being unwilling to dare to anticipate today's price levels. This is not hard to understand in any industry which witnesses a daily new "all-time high" in prices for weeks on end, especially when it comes in the same period in which the general economy is leveling off, or in the minds of some buyers, actually slipping.

By the time most in the trade realized or admitted that the advance in coffee prices was legitimate and here to stay, the price push had "snowballed" and was really rolling in high gear. Supplies at source were already being eaten into, and the result was a one-way higher trend which could not be even temporarily checked.

Whether or not a great and lasting harm will befall the industry because of present astronomical price levels, we do have faith that the men in the business will spare no expense or energy to do the best possible for the buying public. To this end, we can all pledge our efforts.

Only one thing wrong—the taste

An enterprising Memphis, Tenn., journalist, driven to extremes by the rising price of coffee, got together with a cottonseed oil processor and press agents of the National Cotton Council and brewed himself a substitute.

The roasted cottonseed kernels produced a very economical drink (base price two and one-half cents a pound).

It had only one serious drawback, comments the Little Rock, Ark., *Gazette*. It tasted horrible.

Boca Raton in 1954... and San Francisco in 1955 are set for NCA's convention

You can now clear your calendar well ahead.

The 1954 convention of the National Coffee Association, as mentioned in these columns, is being held at Boca Raton, Fla., November 30th-December 3.

You can also note the 1955 convention.

It will be held in San Francisco, probably in two of the big hotels in the city proper.

new problems facing the coffee roaster

By ROYAL A. FREW, Washington Regional Vice President
Pacific Coast Coffee Association

To say that coffee in the great Pacific Northwest has been in a state of chaos for the past two months is a gross understatement. The consuming public in our region seems to be reacting to the situation as noisily as everywhere else. They don't like it one little bit.

The terrific acceleration in the cost of green coffee has placed the coffee roaster in the position of being called "thief", even though unjustly.

Two basic problems are facing roasters — to the point where lack of a solution in the immediate future will make for an almost impossible situation.

These two major problems, as we see them, are:

1. Public relations, while being improved rapidly, have been far from efficient. The consumer still believes he is being gouged unmercifully, simply because it has been most difficult for the roaster to contact the thousands of buying customers he serves in order adequately to explain the situation. The industry, neither from a national nor a regional viewpoint, was set up to protect itself in the clutches, and therefore found itself in a most embarrassing position.

2. Inadequate supplies of "quality" green coffees now and for the months to come place a tremendous burden upon the roaster. It is obvious that when roasted coffee hit \$1.00 per pound at the retail shelf level the housewife became even more critical of coffee in the cup. Her brand loyalty blew sky high. As a result she went on a search for a blend that might please her and her family better than the last brand she bought. This has been going on now for months. The roaster knows he has had to change his blends to meet the availability of coffee. The roaster also knows that he has made every effort to keep his coffees in the same flavor categories that have made his brand popular but that it is virtually impossible. The housewife does not know this and is, therefore, exercising her right of choice by looking for a brand that satisfies her better.

In the restaurant field the problems have become even more difficult. The stretching of coffee by the use of additional water, cereal or chemical additives have resulted in a decline of volume reliably estimated at 15 to 20 per cent.

During the months of January and February, because of unfavorable publicity nationally, restaurant operators reacted violently enough to have their feelings flow over the counter and into their customers' minds. As a result, customers became too embarrassed to ask for their usual second cup, since they might have to pay for it. The consequence of

this, of course, was a quick drop in consumption over the restaurant counters.

After a period of adjustment, however, the consumer was right back taking his usual quantities, and where necessary paying for them—but not without verbal objection.

This adjustment on the part of the consumer hasn't helped the roaster much, because during that period the restaurant operator took steps to "stretch" his coffee, thus dropping his weekly requirements from 10 to 20 per cent. So the poor old consumer is either paying a higher price for a cup of coffee and refill, or paying for every cup of coffee now and getting more water in his brew than ever before in history. But still the finger is pointed at the roaster as the real culprit.

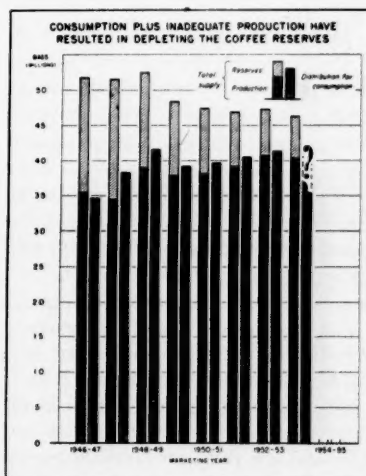
Solubles or instant coffees do not appear to have made appreciable gains during this period. It is noted that there is a gradual increase in their general popularity.

In the merchandising of coffee at the retail level, "hot-shot" and/or "loss leader" weekends have become so prominent that it has been almost impossible to get regular shelf prices up onto a realistic basis with green costs.

We know the housewife is stockpiling coffee. We further realize that the pipeline to consumption is plugging up and will create further disorder as the year progresses.

Lastly, probably the most serious problem facing all of us in the industry is replacement capital. The bankers are frightened with the staggering amounts needed to pay for a thousand bags of coffee in comparison to just a few short months ago.

To more clearly crystallize the comparison of costs, we wonder how many in the industry realize that the smoke and steam fuming out of roasting plants today actually costs more per pound than green coffee beans in 1940?



"The present coffee situation is one in which production plus the meager reserves just about balance with consumption," the U.S. Department of Agriculture says. "Trends in recent years have been toward increases in production in countries other than Brazil. Indications are this will continue."

thoughts of an oldtimer on coffee prices

By BENJAMIN J. OLDER, First President
Pacific Coast Coffee Association

Bernard Sachs, of COFFEE & TEA INDUSTRIES, requested a little article two years ago, and luckily I was too lazy to do it, as I would have displayed an amazing ignorance of coffee markets. My blissful ignorance reminds me of a moronic friend in Guatemala, who handed out a little book titled "What I Know About Women". The book contained 20 blank pages! That is what I know about coffee prices.

We go to Del Monte for our Pacific Coast convention, a meeting that is always pleasant, always useful, always instructive. But I'm afraid I dare not go: my arteries. I attended the last convention and was honored by a bunk in the President's Suite. I can describe it, with apologies to Pepy's Dary," as "Ham and eggs at 6:45 a. m., and so to bed." Also, I had some of that red reflecting tape pasted on my car, as protection against Roasters. The result was \$51.63 damage to my left rear fender. I threw the tapes away.

This is the third or fourth time in my coffee life that I have experienced breathtaking prices. Each time our Senators and Washington officials wanted to investigate. This was as absurd as though the Argentines formed a committee to investigate and prevent high prices of Steinway pianos. They are not obliged to buy pianos and no one around here is compelled to buy anything, be it coffee, candy or Cadillacs.

Boycott talk is ridiculous, stupid and very offensive to these very friendly people who grow coffee. How can The Shamrock, or other great hotels, or even our cook, boycott coffee?

Can anyone blame a planter for selling at 85 cents F.O.B. if they can get it? Our own government unblushingly keeps a high and artificial price on corn and wheat, without a thought that this affects living costs of all Latin America.

I think that the planter is most welcome to his prosperity, and surely cannot be criticized for selling at market. I know of no green coffee man who would sell his home for \$10,000 if he could possibly get \$15,000. In fact, if he did this foolish thing, our income tax people would go over him with a microscope and charge him tax and interest.

The planters' prosperity is our prosperity. He spends his income liberally, and no matter where he spends it or where he sells his coffee, be it Sweden or Turkey, it is generally paid for by a New York letter of credit. Even if he buys diamonds in Paris, or racing cars in Turin, it finally is for our benefit, as these sales make for better business, and Italy and France may demand less from our docile taxpayers. Though I doubt it.



Go down and visit these amiable, polite, and hospitable planters. You will also find plenty of plush in Grosse Point, Detroit, or in Piedmont in Oakland.

Travel is rapid and easy, and entry not too bad, except for Panama, which is a dilly, as they require your local police record and proof of your transportation for leaving Panama, and they have a reception committee of cops, immigration, health and customs, all sitting like Supreme Court judges behind an elevated counter, staring at you like Buddhas in uniform, until they get good and ready for the questioning.

All of the countries demand vaccination certificates on a yellow card. If not yellow, no soap. For Guatemala you need only a consular card, and communistic though it may be, the traveller will not notice it at all, except for cops on road patrol asking names and business. El Salvador demands a formal State Department passport, and Nicaragua requires cabled permission from Nicaragua to enter, which your travel agent arranges.

And take along a letter from one of us green guys to a big planter. It will mean casinos and clubs where you cocktail from 12 to 5 P.M., and sit down to lunch at about 6 P.M., with hospitality unlimited.

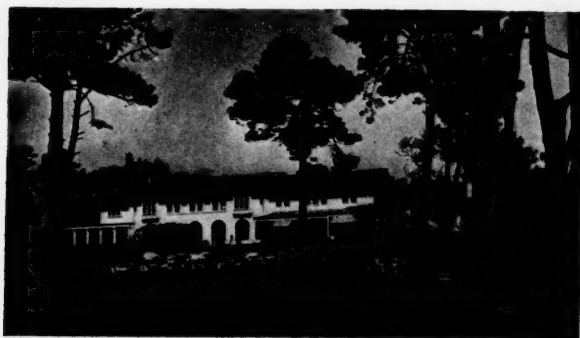
Coffee is too high for the good of coffee and the coffee trade. These prices *MUST* affect consumption after the present buying flurry is ended, and it *MUST* increase production. If we use ten per cent less and they produce ten per cent more, we shall probably balance demand and supply. But it takes time. We had a coffee plantation, with plenty of vacant land and plenty of labor, and although we plowed back all earnings and more, it took over ten years to double production. Nevertheless production can be increased, and is being increased. So please, let us, and our government, lay off on coffee criticism, and let Nature take its course.

Coffee is still the cheapest beverage on our dining tables, as we get about 40 cups from a pound of roast coffee (30 when I brew it). Let us wish the coffee countries the best of luck and enjoyment of their prosperity and stop all criticism, as criticism cannot affect the price by a tenth of a cent—perhaps even the contrary.

About rates, we think that steamer freights are too low on coffee. Our steamers and foreign flag ships wobble between red losses and at times a skimpy black profit. Why should not a ship make money? Shoe stores and plumbers make money. Why not a steamer? Some of my coffee friends say that I have ideas not tied to a stock of coffee, and that my balance sheet is not affected. But at times we think that we can see the coffee business all the more clearly for not doing business in it.

Yet I am in the business, as far as the Federal Trade Commission is concerned. I have in front of me now, a 17-page questionnaire sent to me by them. Example of the questions: "Submit your annual balance sheets and profit and loss

(Continued on page 33)



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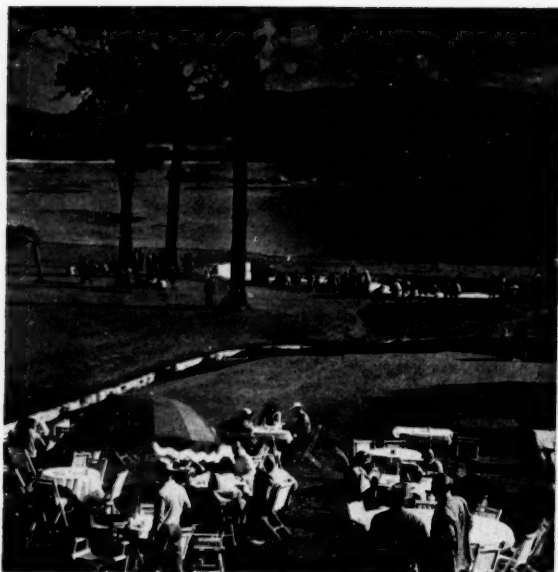
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SAN SALVADOR, EL SALVADOR, C. A.

Public expects coffee prices to stay up or go higher; consumption changes surveyed

The impact of the current coffee situation, and the resulting flood of press comment, is beginning to become apparent.

Surveys are turning up trends in public thinking and in coffee marketing. The survey results are, however, not more than indications as yet. The price rise has not yet run its course, nor the the surveys extensive enough for firm conclusions.

A majority of adults questioned in a nationwide check by the American Institute of Public Opinion believe the price of coffee over the next half year will be either as high, or higher, than it is today.

Only one out of every three thinks it will cost less.

Most people put the blame for the upward spurt in coffee prices on the crop shortages due to severe frosts in Brazil.

The Institute asked a cross-section of typical adults:

"Do you think the price of coffee will be higher or lower six months from now?"

The vote:

Higher	31%
Lower	33
Same as now	21
No opinion	15

100%

Each person was next asked:

"What do you think is the main reason coffee prices have gone up so high recently?"

The replies:

Frost in Brazil, crop shortage	36%
Middleman withholding supplies	19
Market manipulation, speculation	12
Increased demand	7
All prices are up	3
Politics	2
Other	7
No opinion	23

109%

The table adds to more than 100 per cent because some people gave more than one reason.

The replies clearly mirror the work of the United States coffee industry and the producers in explaining the reasons for the price rise.

The largest single category, 36 per cent, gave frost as the reason, and another 7 per cent cited increased demand.

At the same time, however, a total of 33 per cent of the replies were such reasons as middlemen withholding supplies, market manipulation, speculation and politics.

This proportion, which is considerable, was considered by one source to be a stiff antidote to any tendencies toward complacency on public relations efforts by the industry.

A nationwide survey of coffee consumption has been conducted by Merrill Lynch, Pierce, Fenner & Beane through its 113 offices.

From incomplete returns, certain conclusions seemed to be emerging, the brokerage house commented, but emphasized that the results are still very tentative.

Here's what the reports were showing:

(Continued on page 31)

APRIL, 1954

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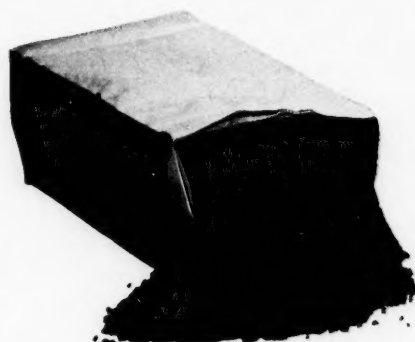


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San Francisco Coffee Club to have "pre-convention" warm-up at first outing

By E. A. JOHNSON, JR., President
San Francisco Coffee Club

The San Francisco Coffee Club jumps into its 19th year with great prospects. One of the primary functions of the Club, giving its members the opportunity of meeting without the daily pressures usually present, seems more important under present conditions than ever before.

Members of the Coffee Club realized long ago that the coffee trade had a very unique characteristic, the fact that congeniality and friendship were enjoyed in a degree not experienced by other industries. Realizing this, Coffee Club activities have always been aimed at further developing this unusual quality.

This year the board of directors—William Seely, Robert Manning and William B. Rowe, with secretary-treasurer John Cогnetta—have streamlined the usual four outings into three well spaced gatherings. The first is set to explode April 30th and precedes the PCCA convention by two weeks, thereby earning itself the well deserved title of "pre-convention warm-up".

public expects coffee prices to stay up

(Continued from page 29)

1. Vacuum can sales are down substantially, perhaps around 15 per cent on the average.

2. Bag sales are unchanged, to slightly lower.

3. In some instances, it is noted that consumers hoarded on news of expected price increases and are now "living off" these purchases. A few replies also say that unseasonably hot weather curtailed demand.

4. There is some indication of a swing to tea and a change over to instant coffees in place of "regulars". There is also some relative increase in purchases of lower grade coffees.

5. Chain stores seem to be faring somewhat better than retail outlets.

6. It is also reported that name brands have encountered the most resistance and that, otherwise, consumer buying is frequently confined to week-end specials.

7. Smaller inventories and hand-to-mouth buying have become more widespread.

8. Opinion is about evenly divided on whether consumption will decrease from here on in, but some who foresee a drop believe that it will not be permanent as consumers may, after a time, adjust to higher prices. Also, some anticipate only a normal summer slackening of demand.

9. Overall impression to date: Consumption is dipping to some extent, though prices at retail present reflect little more than half of the advance in green bean prices.

Phillips named Nestle director

H. K. Phillips, vice president in charge of sales of The Nestle Co., Inc., has been elected a director.

APRIL, 1954

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Crops and countries

coffee news from producing areas

Sao Paulo asks U. S. investments to modernize coffee growing in state

The Brazilian state of Sao Paulo, one of the largest concentration areas for U. S. investments abroad, is bidding for a series of new investments in agricultural and related fields, including coffee growing, in a move toward full modernization.

Sao Paulo agriculturist and coffee grower Salvio Almeida Prado, director of the Sao Paulo Federation of Rural Societies, who was visiting the U. S., estimated that the state could absorb more than half a billion dollars of U. S. investments in agricultural and related enterprises.

He pointed out that approximately \$600,000,000 of U. S. capital, about 60 per cent of the total in Brazil from this country, is already invested in Sao Paulo, and that the state, considered the most developed Latin American area, remits up to 70 per cent of the take-home profits of American firms in Brazil, reckoned at \$150,000,000 annually.

He said that new capital is needed particularly for modernization of coffee plantations as an urgent means of bringing coffee production to a level with world demand. He commented that a statement by a U. S. Department of Agriculture specialist describing coffee growing as "still in the horse and buggy stage" was perhaps exaggerated but indicative of conditions.

Sao Paulo normally produces half of Brazil's coffee or approximately 25 per cent of all coffee reaching the United States market.

"Exhaustion of top soils on many Sao Paulo plantations," the Brazilian coffee grower said, "makes new capital investments absolutely necessary to enable adoption of intensive scientific production methods and an urgent increase in coffee yields."

Agricultural investment in Sao Paulo, Mr. Prado asserted, could take the form of fertilizer plants, rural power projects, irrigation works, farm machinery manufacture, insecticide plants, anti-frost protection and similar enterprises, as well as direct investment in farm production.

Mr. Prado served on Brazil's delegation to the Caracas conference, where he advised on agricultural and coffee matters.

His visit to the United States, he said, was aimed at arousing interest in new Sao Paulo investments and observing coffee trade developments here.

As evidence of the magnitude of economic activity in the state of Sao Paulo, he pointed out that the state accounts for 50 per cent of all Brazil's exports and imports and nearly 60 per cent of Brazil's trade with the dollar areas.

Roasters in Venezuela ask coffee price controls

Venezuelan coffee roasters have complained that if the price of the bean goes any higher, they will be forced to suspend production.

The National Association of Coffee Roasting Industries sent an appeal to President Marcos Perez Jimenez for steps to control prices set by distributors of green coffee.

The roasting companies said they are forced to sell coffee

Coffee

American Trust Company, which this year is celebrating 100 years of banking, has long played an important part in the financing of all phases of the Coffee Industry.

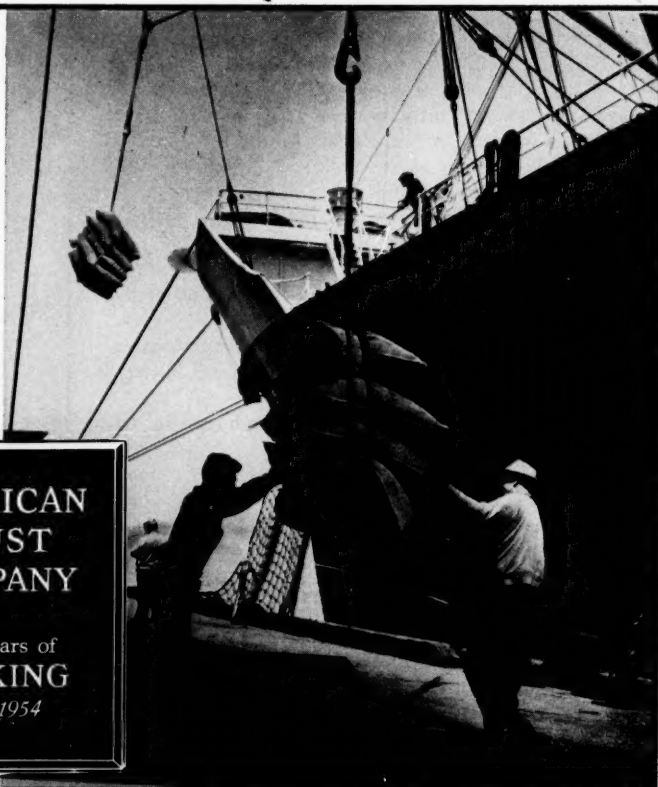
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at \$1.10 per pound wholesale, making the price "prohibitive" to consumers.

They suggested cutting down exports of Venezuelan coffee as one effective way to bring down prices.

Official "cafezinho" price doubled

Coffee losses due to the July frosts were visible in the recent decision of the Sao Paulo Price Control Commission to set a Cr\$1.00 ceiling price on the "Cafezinho", the steaming hot coffee served in cafes and restaurants throughout Brazil in a cup smaller than U. S. demi-tasse, it has been reported by Octavio, Veiga.

Only a few months before, the ceiling price for the same "cafezinho" had been only Cr\$0.50, or just half the present figure.

McKiernan to visit Mexico coffee centers

John F. McKiernan, executive vice president of the National Coffee Association, will visit Mexico to inspect coffee plantations and discuss increased coffee output.

The visit is being made at the invitation of the government of Mexico.

the coffee year on the Coast

(Continued from page 21)

rising market. Colombians reached 64 and 65 cents for nearbys, with all Centrals about cleaned out. Some said that Centrals were impossible to obtain. During December and through March, prices continued climbing. With prices at record levels, roasters were compelled to buy only as they needed coffee. The first of the year found coffee in a very tight statistics position. The ability of Brazilian interests to hold to their high levels reduced the spread between distant futures and nearbys, indicating—from a speculative standpoint—that Brazilian interests felt the supply situation would not improve.

In spite of high prices, imports of coffee at Pacific Coast ports in 1953 showed an increase over the previous year—3,374,573 bags in 1953 against 3,034,573 in 1952. In January and February of this year, 12,698 more tons entered the Port of San Francisco than last year.

The great question before local coffee men is: What effect will high prices have on the consumer? It is felt that it is too soon to tell. There was a certain amount of panic buying while retail prices were under \$1.00. This, however, was not to the same extent as in 1949. Importers now have trouble in obtaining offers, and it is hazardous to bring coffee in for later spot sales. The pipe lines are filled up.

One green man offered a word that probably describes the situation more than any other: "Bewildering".

an oldtimer on coffee prices

(Continued from page 24)

statements for the years 1948 through 1953." They have me down as one of the wicked importers. If this goes on, I shall have to resign my membership in our associations.

Well, I've had my say. There will be plenty to say at Del Monte, if we get around to it, and in any case, I hope to have a few cups of it with you at Pebble Beach.

APRIL, 1954



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On the menu

developments among public feeding outlets

Major study of coffee in restaurants is launched by Coffee Brewing Institute

A major study of factors that enter into successful and profitable serving of coffee in restaurants, hotels and public eating places is being launched by The Coffee Brewing Institute, Inc., with the cooperation of the National Restaurant Association, according to an announcement by T. Carroll Wilson, president of the Institute.

The principal objectives of the project will be to determine what specific effect the serving of good coffee has on the restaurant business and to establish consumer taste preferences.

The management counseling firm of Nejelski & Co., New York City, has been retained to conduct the study, according to Eugene G. Laughery, general manager of The Coffee Brewing Institute, Inc. The Nejelski organization was selected on the basis of its experience in the restaurant industry, for which it is carrying out several projects at the present time. It not only will make a detailed analysis of the subject in key cities across the United States but will offer specific plans and programs for improving coffee service.

Commenting on the significance and scope of the study, Mr. Laughery said: "The survey, which is regional in character, embracing the East, the Middle West and the Far West, should have a marked effect in encouraging the serving and enjoyment of good coffee.

"It is concentrating on restaurants, hotels and public eating places not only because more than 25 per cent of the coffee is consumed here, but also because these places have a pronounced effect on the quality of coffee served in the home.

"In addition to studying selected restaurants, hotel and in-plant feeding operations, the Nejelski organization will interview approximately 5,000 patrons of these places to determine what Americans recognize as good coffee."

William Wheeler, president of the National Restaurant Association, fully subscribed to the aims and objectives of this study. "It will serve to point up the fact that 'Good Coffee is Good Business,'" he said. "Furthermore, it will give added emphasis to the vital role coffee plays in successful restaurant operation."

Frank Wiffler, executive vice president of the National Restaurant Association stated: "We are glad to give every possible assistance to this project. Anything that contributes to the increased knowledge of coffee and the part it plays in providing maximum enjoyment to the American people when they eat out, is of major interest to the restaurateur."

A joint committee of the restaurant and coffee industries has been formed to counsel and advise The Coffee Brewing Institute, Inc., regarding the survey.

Our second quarter-century

L. NEUGASS & CO., INC.

135 Front Street, New York 5, N. Y.

COFFEE IMPORTERS

Direct Connections with Producing Countries

Members: NEW YORK COFFEE AND SUGAR EXCHANGE, INC.
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NATIONAL COFFEE ASSOCIATION OF U.S.A.

On the committee are Andrew J. Crotty, Jr., Crotty Brothers, Inc., Boston; Martin J. Harding, Harding Restaurant Co., Chicago; Byron Harvey, Jr., Fred Harvey Co., Chicago; J. Fred Vollmer, The Stouffer Corp., Philadelphia; G. Douglas Boyle, Hotel Robert E. Lee, Winston-Salem, N. C.

Also on the committee are Philip I. Eisenmenger, Standard Brands Inc., New York City; Horacio Cintra Leite, Pan-American Coffee Bureau, New York City; Roberto Aguilar, Pan-American Coffee Bureau; W. Wirt Wickes, Jr., W. Wirt Wickes Coffee Co., New York City; William Keogler, Jr., Albert Ehlers, Inc., New York City.

The Coffee Brewing Institute, Inc., a non-profit membership organization sponsored by the Pan-American Coffee Bureau and the National Coffee Association, is devoted to the advancement of the quality of coffee as a beverage through technical research and education.

Restaurant Association members to go to Brazil, at own expense, to study coffee price picture

The National Restaurant Association is going to study the coffee price situation.

Members of the organization's government affairs committee have been named to go to Brazil, at their own expense, to look into the reasons for the price rise.

The expense policy was adopted so the investigation would be independent of coffee growing interests or other agencies, NRA explained.

Before going to Brazil, the group will make a thorough study of coffee from data available in the United States.

The association explained that in its investigation, the committee would ascertain whether or not the price of coffee per pound would increase; whether attempts are being made to curtail production of coffee in order to maintain or continue the increase of the cost of coffee per pound; and to analyze all other pertinent facts. After the committee has completed its investigation, a complete report will be made of its findings and conclusions, so that the restaurant industry will be in a better position to adjust itself to possible future trends. This report will remain confidential until submitted to the board of directors for approval."

Coffee, tea organizations to exhibit at National Restaurant Exposition

Coffee and tea packers will be among the nearly 400 firms exhibiting at the National Restaurant Association's 35th annual convention and exposition, being held May 10th-14th at Chicago's Navy Pier.

In addition to packers, the Tea Council of the U.S.A. will be represented with an exhibit at the Exposition.

Coffee and tea equipment companies will also have booths.

Dominican coffee export tax upped 17%

The Dominican Republic has raised its export taxes on coffee by about 17 per cent, at prevailing coffee prices.

Ad valorem rates per 100 pounds f. o. b. Dominican ports are as follows: For coffee priced at \$15 to \$32, 18 per cent; on the excess over \$32 up to \$40, 28 per cent; on the excess over \$40, 50 per cent.

APRIL, 1954

WHATCHAWAITINFOR?

The higher coffee prices go the greater will be the demand for our BC 28, the most flavorful compound we have ever produced. Believe us—it's good.

E. B. MULLER & CO.

Branches

53 Wooster St.

New York City

333 Girod St.

New Orleans, La.

PORT HURON, MICHIGAN

Green Coffee

- GENERAL BROKERS
- SPOTS
- SHIPMENTS
- F. O. B.'s

FAIRCHILD & BOLTE

91 Front Street

New York

Marketing

advertising . . . merchandising . . . promotion

Robin Hood Flour offers housewives coffee savings up to 30% on coupon deal

The International Milling Co., makers of Robin Hood Flour are promoting a deal which permits housewives in the Robin Hood distribution areas East of the Rockies to save up to 30 per cent on a purchase of their favorite coffee, any brand.

This is being accomplished by distributing a coupon, good on the purchase of coffee, with every package of Robin Hood Flour shipped during the promotional period.

The coupons are worth 10 cents on the 5 pound size; 15 cents on the 10 pound size; 25 cents on the 25 pound size; and 40 cents on the 50 pound size.

The coupons are redeemable at any grocery store when coffee is purchased.

The International Milling Co. is the world's second largest miller, and Robin Hood is America's third largest brand of family flour.

The promotion is being supported by two 600-line black and white ads in 400 newspapers, two-color farm publication ads, and spot announcements on tv and radio.

There is also an elaborate point-of-sale operation, with material made available to coffee firms for further tie-in.

Explaining why his company is making the offer, Charles

Ritz, president of International Milling, referred to the ingrained American habit of the "coffee break", and added:

"As millers of flour, we are well aware that drinking coffee goes hand in hand with the enjoyment of good foods baked from flour."

"2 1/2¢ a cup" ad made available to roasters

The Pan-American Coffee Bureau advertisement headlining the home cost of coffee as two and a half cents a cup (See: Coffee & Tea Industries, March, 1954, Page 15) is now being made available in mat form to roasters, without charge.

Response by roasters to the ad suggested this move, it was indicated by John A. Burns, PACB director of advertising.

PACB's signature line has been deleted so roasters can use their own company or brand names.

Maxwell House focusses on "last drop" slogan

In the current coffee picture, the Maxwell House Division of General Foods was prompt to realize it had a particularly valuable asset in its famous slogan.

Large space ads took this approach:

"Today, when every cup of coffee has to be good to the last drop . . . MAKE SURE you get the one coffee you know is GOOD TO THE LAST DROP—Maxwell House."

Milk industry tries to edge out "coffee break"

You can't take anything for granted—not even the "coffee break" habit in the United States.

The American Dairy Association has announced plans

Quality Coffees

• BRAZILS	SANTOS	RIO DE JANEIRO
	PARANAGUÁ	ANGRA
• CENTRAL AMERICANS	GUATEMALA	NICARAGUA
	SALVADOR	COSTA RICA
• COLOMBIANS	MEDELLIN	ARMENIA
	TOLIMA	GIRARDOT
• ECUADORS	UNWASHED	WASHED
		MANIZALES
	LIBANO	

W.R. Grace & Co.

SAN FRANCISCO
NEW YORK
NEW ORLEANS

for a campaign to substitute a "milk break" for the "coffee break" during working hours.

The association at its annual meeting approved a \$4,000,000 advertising campaign.

"Facts about Coffee" seen a valuable tool for industry in current crisis

"Facts About Coffee", a 16-page pocket-sized booklet which reviews the facts behind the present situation, is a useful public relations tool for the industry.

This is emphasized by Edwin B. Dexter, director of public relations for the Pan-American Coffee Bureau.

PACB is making copies of the booklet available in limited quantities without charge.

The booklet can be especially useful to roaster salesmen confronted with questions from customers, Mr. Dexter suggests.

Copies have already been distributed to more than 4,000 women's organizations and to every daily newspaper editor and editorial writer in the country.

Coffee is fastest growing phase of automatic vending, survey shows

Coffee is the fastest growing phase of automatic selling according to the annual census of the vending machine industry compiled by Vend magazine.

The number of coffee venders increased from 16,270 in 1952 to 25,900 in 1953, the census showed. With average weekly sales of 840 cups per vender, the census reported 1,079,312,000 cups of hot coffee were sold through machines last year.

"The greatest number of new coffee machines is going into industrial plants," Vend observed, "and that trend seems likely to continue as vending specialists move to round out their in-plant feeding packages. Office outlets run second to industrials. Both of these markets are currently getting the lion's share of new machine placements."

The venders serve coffee made from dry ingredients, frozen liquid concentrate and from specially made pellets. All of the machines offer patrons their choice of coffee with or without cream and sugar.

"By the end of this year," Vend predicted, "the number of coffee machines in use should easily run in excess of 40,000."

Issue new edition of Colombia coffee booklet

A new edition of "Colombia, Land of Mountain Coffee" had been issued by the National Federation of Coffee Growers of Colombia.

The attractive 32-page illustrated booklet is available without charge.

In a light but informative style, it tells about the origin of coffee, how it is grown and processed in Colombia, and the work of the Federation.

Also available, on loan, is a 26 minute 16 mm sound film in color, "Colombia, Land of Mountain Coffee".

Coffee drive aids nursing school

Coffee went up to \$1 a cup in Wenatchee, Wash., and the townsfolk flocked to get it.

The Central Washington School of Nursing, faced with closing its doors, enlisted the aid of restaurant owners, who raised prices in a one-day drive to provide a \$100,000 fund for construction of a new building.

APRIL, 1954

H. L. C. BENDIKS, INC.

NEW YORK

96 Front St.

NEW ORLEANS

225 Magazine St.

IMPORTERS - JOBBERS

COFFEE - TEA

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P. O. Box 631

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Coffee-er
Coffee!*

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77 Water Street, New York, N. Y.

STANDARD BRANDS sets the STANDARD of QUALITY!

"PRESSURE PACKED"
Chase & Sanborn

—"Dome Top"
Coffee



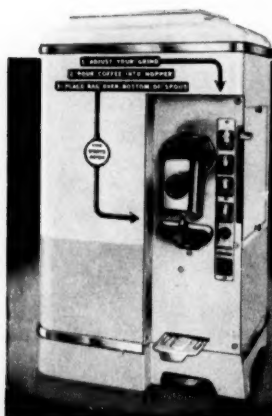
**Tender
Leaf**
BRAND
TEA

STANDARD BRANDS INCORPORATED

The way ready mixes SELL
proves women like to bake their
own.

The way modern Supers merchan-
dise coffee proves women like to
grind their own — on a GRIND-
MASTER.

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**AMERICAN
DUPLEX CO.**
LOUISVILLE 2, KY.
Manufacturers of
**THE WAY TO
GRIND COFFEE —
THE WAY TO
SELL COFFEE —**
The
GRINDMASTER

Solubles

Navy is testing instant coffee

for acceptance and cost factors

The Navy, is currently testing and evaluating instant coffee as a possible replacement for ground varieties, according to an Associated Press report.

The Atlantic Fleet Service Force ships in Norfolk, the cargo ship Betelgeuse, the general store ship Altain and the attack cargo ship Whitley, has been assigned to "Operation Coffee."

All three ships, assigned to the study by the Navy's Provisions and Supply Office, have been provisioned with instant coffee, and will use no other kind during a three-month testing period.

At the end of the experiment, questionnaires will be passed out to crew members for a preference survey.

These results, plus the overall cost of instant coffee compared with ground, or "whole bean," coffee, will be sent to Washington for evaluation.

Sees 100 instant brands in field

Competition in the instant coffee field is now spread over about 100 brands.

This is noted in the annual report of the Borden Co.'s food products division.

"Borden's Instant Coffee extended its sales gains as soluble coffees took over a large part of total coffee consumption than ever before," Theodore G. Montague, president of the company, declared in the report.

To meet growing demand, Borden's is manufacturing instant coffee at a second plant in Macon, Miss., to serve southern and western markets.

Nash Coffee rises to soluble challenge

A unique answer to the "savings" theme used in stepped up promotion of soluble coffee during the coffee crisis came from the Nash Coffee Co., St. Paul, Minn.

Nash Coffee ran educational-type pages in St. Paul and Minneapolis newspapers to tell "the truth about the real cost of instant coffee vs. regular."

The truth, the ad pointed out, was coming from a company that sells both coffees.

"Some companies are trying to tell you that you 'save money' by using instant coffee," warned the ad. "Don't let that talk fool you."

Nash Coffee doesn't question soluble claims as far as "ordinary" regular coffee is concerned—the kind that makes "only 40 cups to the pound."

Here is the truth—the crux of the matter—as Nash Coffee sees it:

"With Nash's regular coffee you get 60 cups per pound. You get more cups than from any instant coffee—and for less money per cup."

Maxwell House modifies instant jars

Higher "shoulders" and a resulting stronger shelf impression mark some recent changes for jars of Instant Maxwell House Coffee. Both the two ounce and six



Instant Maxwell House Coffee is being promoted with one of the largest public transit "traveling display" showings ever recorded. Selected major markets are scheduled for this saturation coverage during the spring months. Benton & Bowles, New York City, is the agency.

ounce jars are now reaching grocers' shelves nationally with these and other improvements.

The mouth of the six ounce jar has been widened, making it easier for the housewife to get those last few spoonfuls of the coffee. The caps on both the two ounce and six ounce jars have been redesigned, and now have a larger white star on a red background—giving the grocer plenty of area for price stamping.

Labels on both jars have been sharpened up to make for quicker identification. The product name has been enlarged, while the coffee cup trade-mark is slightly smaller. Also, the new labels are identical front and back, so that the product can be spotted quickly, regardless of how it is placed on the shelf. Formerly, the back face of labels gave directions for preparation. This information is now printed in small area on the side.

Clover Farm announces own instant

The Clover Farm Corp., national voluntary with headquarters in Cleveland has introduced an instant coffee under its Clover Farm brand.

The new product is packed in two-ounce and six-ounce jars, and is marketed through Clover Farm retail stores in most sections of the country.

Dear Sir

Letters to the Editor

Dear Sir:

Just received the March issue of your magazine and found a number of articles interesting.

Page 17, with an article titled "Press turmoil eases on restaurant coffee prices", mentioned Mr. Witt of the Virginia State Restaurant Association and his astonishing figure of 9.41 cents per cup of coffee. This seems a high figure, but reminds me of a local restaurant owners report in our Providence newspaper. The unknown factor in many of these cases seems to be overhead, and it appears to be quite elastic to say the least.

Very interesting was the article titled "Coffee prices—and the American consumer." And one sentence in this article stands out in my mind. It reads as follows: "The end result is that his (coffee merchant's) net return has dwindled to a point where it is said no other industry expends so much time, effort and financial investment for such a small return."

How true this is!

James F. Bergin

James F. Bergin & Son, Inc.
Riverside, R. I.

Mrs. Geisenberger, Natchez coffee

company head, dies suddenly

Mrs. Kate Shields Gesienberger, Natchez, Miss., head of a coffee company, died suddenly at the age of 58.

Mrs. Gesienberger came to Natchez in 1917 and was a teacher in the public schools for several years.

Upon the death of her husband, B. Clarence Gesienberger five years ago, she took over active management and operation of the Interstate Coffee Co.

She is survived by two daughters, Mrs. Ralph Shields, Jr., and Miss Clare Gesienberger, and one sister, Mrs. Joseph Dixon, all of Natchez.

3-in-1 instant packets being developed

Soon to appear on the market will be a three-in-one instant packet.

Each packet will contain soluble coffee, sugar and dehydrated milk powder for a single cup serving of coffee.



R. C. WILHELM & CO., INC.

Green Coffee Jobbers

129 Front Street

New York 5, N. Y.

Members: Green Coffee Association of New York City, Inc.

Telephone:
Whitehall 3-4993-4

Cable Address:
WILCAF, N. Y.

Teletype:
NY-1-613

trends in African coffees

(Continued from page 19)

For the coffee industry everywhere, the emphasis during 1954 must be on reinvestment, better cultivation and preparation, and improved yields. In times of scarcity anything sells, and current prosperity in the growing industry should be regarded as the golden opportunity to provide for the days when quality will come once more into its own.

In the season 1951-52 Kenya exported a bumper crop of 272,000 bags. This figure is unattainable under normal conditions, and in 1952-53, the crop showed a decline to 204,000 bags. The decrease was augmented by a serious lack of rain in the principal growing areas where, with few exceptions, the average rainfall from January to March was half that of normal years.

Estimates of the current crop are about 185,000 bags, but there are reports of "stripping" due to lack of rain and it may be considerably less.

Political troubles have not impinged directly on coffee production, although some localized slashing of trees by terrorists has been reported, and one European planter was recently murdered. The dislocation caused by the emergency, however, has had unpleasant repercussions throughout the industry, and those living in the affected areas have had none too comfortable a year. They have our sympathy in a most unpleasant situation.

Productive acreage under European control has shown no appreciable increase, though the area under African growers has increased by 50 per cent in the last year, to 3,867 acres. The number of African growers has about doubled since early 1952, and is still increasing.

The present season is the last during which, under the current contract, the Ministry of Food will take 51,000 bags of the crop and at present there is no news of any further extension of this contract.

As for Uganda Robustas, official figures for the Uganda Native crop period September 1st, 1952, to July 31st, 1953, showed that 298,350 bags F.A.Q. and 90,950 bags other grades were marketed. This compares with the non-native production of 100,650 bags of Robustas. The Ministry of Food, under long term contracts, received 100,000 bags Native f.a.q. and 25,500 bags non-native.

The *ad hoc* committee, set up to study re-organization of the whole Uganda coffee industry, published its recommendations. Among these were the payment of world prices to

Uganda coffee producers and the establishment of a Uganda Coffee Marketing Board without future distinction between African and non-African estate owners. Some concern, however, is felt by European producers who would now have to pay the export tax in addition to their normal income tax, whereas formerly only Africans paid the export tax. Planters are to be able to sell their coffees on the free market instead of having to sell to the Uganda Marketing Board as previously.

It is proposed that Uganda Coffees should be auctioned next season in Kampala and not in Mombasa as in the past. This will add to the multiplicity of small coffee markets in British East Africa, but here as elsewhere political considerations do not always square with economic desiderata.

In June the Uganda Coffee Marketing Board increased its price to growers from 70 to 100 East African cents (1/-d) per pound. This will mean about £1,000,000 more for African growers this season.

The 1953-54 crops are expected to equal those of the past season. Bwamba robustas should amount to 4,250 bags.

The 1952-53 Bugishu crop was estimated at 34,000 bags, of which 11,900 bags were sold to the Ministry of Food. As in the previous season, the quality was about average and high prices were paid in auction in Nairobi. The estimate for the current crop is 29,000 bags.

As for Tanganyika, the K.N.C.U. revived auctions in Moshi, the scene of East Africa's first coffee auctions nearly 20 years ago, and both Northern and Southern Province coffees were sold there this year. The long-term contract between the Ministry of Food and K.N.C.U. producers was not renewed and these fine Tanganyika coffees were available unmixed with others for the first time since 1939. The total K.N.C.U. crop turned out to be only some 28,900 bags, as against previous hopes of over 51,000 bags, mainly the result of unfavorable weather conditions and the late ripening of the crop.

In the northern and southern provinces, plantation crops were below expectations. The quality was about standard, though severe Antestia damage in southern province was reported by the agricultural department.

Estimates for the coming crop are 68,000 bags K.N.C.U., 17,000 bags southern province and 28,900 bags European grown. Of the latter, 17,000 bags are under contract to the Ministry of Food, and not all of the balance will be available as washed coffee.

Next month: Coffee trends in the Belgian Congo, the French Colonies, Ethiopia, British West Africa, the Gold Coast, Liberia and Spanish Guinea.

ABYSSINIAN COFFEES

DJIMMA

KIBI

HARRAR



S. J. MAGDALINOS

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17 Battery Place, New York

Out of the grinder

Coffee is still news, these days. Only thing is, it's a little hard for newspapers to find new things to say about it, especially price-wise.

Almost anything about coffee, if it's at all different, is published. Here are samples.

Do you "edulcorate"

The dictionaries reveal a new word with which to startle the family and friends. This is "edulcorate," meaning "sweeten."

Strictly speaking, it is not a new word, as it goes back to the 17th century, but it will be strange to most of us.

Try this if you wish to create a sensation: "Do you edulcorate your coffee?"

Governor's visitor gets coffee prize

A pound can of Oklahoma-processed coffee went to Mrs. Henry Brendle, the 50,000th person to attend open house at the governor's mansion in Oklahoma City.

All you can drink—three cents

A Conway, Ark., drugstore began selling all of the coffee you can drink for three cents.

A. T. Maddox, manager of the drugstore, said he was tired of waiting for customers to buy ten-cent-a-cup coffee.

Cold war over coffee

There's something of a cold war over coffee underway in St. Anthony, Idaho.

The Thrifty-Way Drug Store advertises in its window that coffee is five cents a cup, with refills free.

And two doors away, the sign in a cafe window reads:

"Coffee still 10 cents, but aspirin and all other drugs in stock free."

Beneath the cafe sign are the drugs "in stock": one box of aspirin, one box of bandages, a bottle of antiseptic.

Coffee gimmick backfires

Harold L. Shyer, Nashville, Tenn., figured a sale of 90-cent coffee for 49 cents a pound would bring customers into his jewelry store.

The customers came, all right, and bought 1,600 pounds of coffee at a net loss of \$656 to Shyer.

A sad Shyer reported none of the coffee buyers bought any jewelry.

Free coffee with haircuts?

People were lining up today in Arlington, Texas, to get a haircut at Jack's Barber Shop.

But Jack Wentworth was doing more cussing than cutting.

Jack's a barber, but the people demanded he give them coffee. To support their demand, they showed him a local newspaper ad which read:

"Free coffee Friday and Saturday only—one pound free with each haircut."

Jack explained, "I didn't put that ad in the paper. Somebody played a joke on me. I don't have any coffee to give away."

Coffee target of hijackers

Coffee was reported today as becoming the No. 1 target of truck cargo thieves and hijackers, suggesting a developing black market in some areas.

The report came from the Cargo Protection Bureau, New York City, which gets reports from insurance and law enforcement agencies.

It said an estimated \$50,000 to \$75,000 worth of coffee was stolen in February.

Break green coffee bootleg ring

San Francisco police and the Federal Bureau of Investigation seized four longshoremen in a drive on a widespread coffee-bootlegging ring on the San Francisco waterfront.

Police said the ring had been operating for several months, stealing thousands of dollars of green coffee beans from ships docking there.

The stolen beans, a fine grade from Colombia, have been smuggled off the piers and then taken some place for roasting, police inspectors reported.

"So far," Inspector Curtain said, "we've only scratched the surface. We've recovered only 900 pounds of coffee beans and we know a far, far greater quantity has been smuggled off the piers."

Wants armored car for coffee

Richmond, Calif. market owner Jack Newell said he was thinking of hiring an armored car to deliver his coffee after 144 cans of it were stolen from the store's loading platform.

Coffee business thrives in prison

Pensacola, Fla., police chief Crosby Hall fired a city jail cook who, he said, had been carrying on a thriving coffee business.

Hall said Ruby Byrnes had been brewing city-owned coffee after her work hours and was selling it to prisoners for 30 cents a quart.

Miami man grows own coffee

A blind, 78-year-old Miami man has a simple solution to the problem of coffee prices. He grows it himself.

Charles F. Oxar got two pounds of coffee from his 100 x 200 foot garden last year. This year he hopes for a bigger harvest.

He began his coffee-growing experiment near the end of World War II when his son, who was in the Navy, brought home a coffee plant from Brazil. It was from this plant that Oxar got his coffee last year, but now he has 30-odd more trees on their way to becoming bearers.

**YOU
CAN GET
AND CONTROL
YOUR SHARE
OF THE PROFITABLE
SOLUBLE COFFEE
BUSINESS WITH**



**YOUR
LABEL
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COFFEE**

**THE SOLUBLE WITH THE
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FOR INSTITUTIONAL SERVICE**

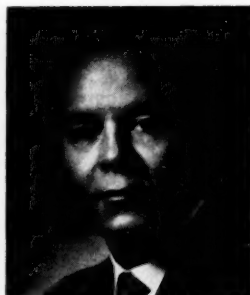
**Dr. James Wood named to head
research department in PACB**

Dr. James E. Wood, formerly chief of the European division, Office of the International Finance, United States Treasury, has been named director of research of the Pan-American Coffee Bureau, it has been announced by Horacio Cintra Leite, president of the Bureau.

Dr. Wood, who has held various positions with the United States government since 1935, will head the Bureau's department responsible for gathering statistical facts on world coffee production, trade and consumption. Once every year, the department publishes a compilation of the world's "Coffee Statistics." In addition, it provides the Bureau with economic research on actual and potential consumer markets, and the coffee drinking habits of America.

While chief of the European Division from 1952 to 1954, Dr. Wood directed a staff of professional economists in analyzing and dealing with financial problems arising out of the relationships between the United States and European governments.

From 1950 to 1952, Dr. Wood was U. S. Treasury representative in Frankfurt, Germany, and from 1948 to



1950 he was financial attache and E. C. A. Finance Officer in Brussels, Belgium. During this latter period, he dealt with financial problems of our government overseas, and acted as financial adviser to the ambassador. In addition, as chief of the Foreign Operations Mission, he maintained close liaison with the ministry of finance, the Central Bank, private bankers, and American and foreign businessmen.

A member of the Omicron Delta Gamma Chapter of Artus, the National Academic Honor Society of students in economics, Dr. Wood received his doctorate from the University of California in 1941. In 1940-41, he was a Littauer Fellow of the Graduate School of Public Administration, Harvard University.

**Indonesia bans coffee exports
while checking domestic needs**

Indonesia, home of the original Java coffee, has put a temporary halt to coffee exports while it checks to see if there will be enough for the Javanese.

The Indonesian Information Office in New York City reports that the world coffee shortage, spurring U. S. coffee traders to seek new sources of supply, has been draining the exportable surplus of the former Netherlands East Indies.

Exports of coffee from Indonesia to the United States jumped more than 176 per cent last year as U. S. coffee scouts bought up all available supplies to plug the production gap left by Brazil's big frost.

Nearly 4,500,000 pounds of coffee were sent by Indonesia to the United States last year—more than two and a third times as much as the year before.

But Indonesians fear that their coffee crop may not be big enough for Indonesians and Americans at the same time, and meet other market demand, too.

Over-concentration in the young republic on tin and rubber, deriving from emphasis given these raw materials by the Dutch, slowed expansion of coffee plantations although coffee was first grown in Indonesia in 1616.

**Southern coffee roasting firm
celebrates 50th anniversary**

One of the oldest coffee roasting companies in the South, the Hoffmann-Hayman Coffee Co., San Antonio, Texas, is observing its 50th anniversary this year.

Founded in 1904 by William R. Hoffmann, the company has grown into one of the leading contenders for coffee sales in the Southwest, including the restaurant and institutional markets. Beginning with a 25 pound capacity hand roaster 50 years ago, Mr. Hoffmann established an organization which now can boast of modern equipment and merchandising methods.

Under the guidance of G. P. Menger as president, and R. W. Menger, the company has grown in importance in the coffee roasting field. The company markets H and H Master Chef Coffee in vacuum tins, and H and H Coffee in bags of various sizes, and sells H and H Tea.

At the yearly meeting held recently by the coffee company, John C. Burkholder was named general sales manager, and Paul A. Rochs was made district sales manager.

Officers named at the meeting were G. P. Menger, president; R. W. Menger, executive vice president; T. J. Menger, treasurer; Albert G. Menger, secretary.

MAXWELL HOUSE *Coffee*

BOUGHT AND ENJOYED

BY MORE PEOPLE THAN

ANY OTHER BRAND OF

COFFEE AT ANY PRICE

MEMBER OF
NCA

Good to the last drop!

Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American Presidents Lines
ArgState—Argentine State Line
Am-W Afr—American-West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-W'n—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
Independence—Independence Line
Italian—Italian Line
JavPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
NYK—Nippon Yusen Kaisha Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Netb—Royal Netherland Steamship Co.
Robin—Robin Line
Royal Inter—Royal InterOcean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Swed-Am—Swedish American Line
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports
Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Ch—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gt—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampson Roads
Jx—Jacksonville
LA—Los Angeles
ML—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nj—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
4/16	Anchor Hitch	Grace	LA 4/27 SF 4/30 Se 5/6
4/19	Majorka	UFruit	C ² 4/26 NY 5/4
4/25	Leon	UFruit	C ² 5/1 Ho 5/7 NO 5/9
5/3	Copan	UFruit	C ² 5/10 NY 5/18
5/17	A steamer	UFruit	C ² 5/24 NY 6/1
5/30	Aggersborg	UFruit	C ² 6/5 Ho 6/11 NO 6/14
6/5	Cstl Avmturer	Grace	LA 6/16 SF 6/19 Se 6/25
7/2	Anchor Hitch	Grace	LA 6/13 SF 6/16 Se 6/22

AMAPALA

4/11	Lempa	UFruit	C ² 4/14 Ho 4/20 NO 4/22
4/16	Anchor Hitch	Grace	LA 4/27 SF 4/30 Se 5/6
4/23	Majorka	UFruit	C ² 4/26 NY 5/4
4/28	Leon	UFruit	C ² 5/1 Ho 5/7 NO 5/9
5/7	Copan	UFruit	C ² 5/10 NY 5/18
5/21	A steamer	UFruit	C ² 5/24 NY 6/1
6/2	Aggersborg	UFruit	C ² 6/5 Ho 6/11 NO 6/14
6/1	Cstl Avmturer	Grace	LA 6/16 SF 6/19 Se 6/25
7/29	Anchor Hitch	Grace	LA 6/13 SF 6/16 Se 6/22

ANGRA DOS REIS

4/30	Pathfinder	PAB	LA 5/19 SF 5/21 Va 5/28 Se 5/29 Po 6/2
5/5	Geranger	Wes-Lar	LA 6/5 SF 6/7 Po 6/12 Se 6/16 Va 6/17
5/23	Trader	PAB	LA 6/12 SF 6/15 Va 6/21 Se 6/22 Po 6/26

BARRANQUILLA

4/13	Andrea	UFruit	NY 4/24
4/20	Jersbek	UFruit	NO 5/2
4/21	Lovland	UFruit	NY 5/3
4/27	Cape Cod	UFruit	NY 5/8
5/4	Cape Avinof	UFruit	NY 5/15
5/4	Levers Bend	UFruit	NO 5/16
5/11	Andrea	UFruit	NY 5/22
5/18	Fiador Knot	UFruit	NO 5/30

SAILS	SHIP	LINE	DUE
5/19	Lovland	UFruit	NY 5/31
5/21	Cstl Avmturer	Grace	LA 6/16 SF 6/19 Se 6/25
6/17	Anchor Hitch	Grace	LA 6/13 SF 6/16 Se 6/22

BARRIOS

4/10	Maria	UFruit	NY 4/17
4/17	Mataura	UFruit	NY 4/24
4/17	Mayari	UFruit	Ho 4/22 NO 4/25
4/20	Fiador Knot	UFruit	Ho 4/26 NO 4/29
4/24	Vindeggen	UFruit	NY 5/1
5/1	Alcyon	UFruit	NY 5/8
5/1	Aggersborg	UFruit	Ho 5/6 NO 5/9
5/4	Byfjord	UFruit	Ho 5/10 NO 5/13
5/8	Mama	UFruit	NY 5/15
5/15	Mataura	UFruit	NY 5/22
5/15	Mayari	UFruit	Ho 5/20 NO 5/23
5/18	Lempa	UFruit	Ho 5/24 NO 5/27
5/22	Vindeggen	UFruit	NY 5/29

BUENAVENTURA

4/11	Merchant	Gulf	Ho 4/20 NO 4/25
4/11	La Coubre	Independence	LA 4/23 SF 4/25 Va 4/30 Se 5/1 Po 5/3
4/22	Santa Flavia	Grace	LA 5/1 SF 5/3 Se 5/9
4/25	Shipper	Gulf	LA 5/1 SF 5/3 Se 5/9
5/8	La Hague	Independence	LA 5/20 SF 5/22 Va 5/27 Se 5/29 Po 5/31
5/9	Banker	Gulf	Ho 5/18 NO 5/23
5/9	Woyming	French	LA 5/21 SF 5/25 Va 5/31 Se 6/4 Po 6/8
5/11	Santa Eliana	Grace	LA 5/20 SF 5/22 Se 5/26
5/21	Santa Eliana	Grace	LA 5/30 SF 6/1 Se 6/8
5/23	Farmer	Gulf	Ho 6/1 NO 6/6

CARTAGENA

4/14	Andrea	UFruit	NY 4/4
4/21	Fiador Knot	UFruit	NO 5/2
4/22	Lovland	UFruit	NY 5/3
4/28	Cape Cod	UFruit	NY 5/8

SAILS	SHIP	LINE	DUE
5/5	Cape Avirof	UFruit	NY5/15
5/5	Levers Bend	UFruit	N05/16
5/12	Andrea	UFruit	N05/22
5/19	Fiador Knot	UFruit	N05/30
5/20	Lovland	UFruit	NY5/31

CHAMPERICO

4/18	Anchor Hitch	Grace	LA4/27 SF4/30 Se5/6
6/7	Cstl Avnturer	Grace	LA6/16 SF6/19 Se6/25
7/4	Anchor Hitch	Grace	LA6/13 SF6/16 Se6/22

CORINTO

4/12	Anchor Hitch	Grace	LA4/27 SF4/30 Se5/6
4/14	La Coubre	Independence	LA4/23 SF4/25 Va4/30 Se5/1 Po5/3
4/15	Majorka	UFruit	Cr4/26 NY5/4
4/22	Leon	UFruit	Cr5/1 Ho5/7 N05/9
4/29	Copan	UFruit	Cr5/10 NY5/18
5/11	La Hague	Independence	LA5/20 SF5/22 Va5/27 Se5/29 Po5/31
5/13	A steamer	UFruit	Cr5/24 NY6/1
5/27	Aggersborg	UFruit	Cr6/5 Ho6/11 N06/14
6/1	Cstl Avnturer	Grace	LA6/16 SF6/19 Se6/25
6/28	Anchor Hitch	Grace	LA6/13 SF6/16 Se6/22

CRISTOBAL

4/12	Levers Bend	UFruit	N04/20
4/15	Lempa	UFruit	Ho4/20 N04/22
4/26	Jersbek	UFruit	N05/2
4/27	Majorka	UFruit	NY5/4
5/2	Leon	UFruit	Ho5/7 N05/9
5/10	Levers Bend	UFruit	N05/16
5/11	A steamer	UFruit	NY5/18
5/24	Fiador Knot	UFruit	N05/30

DAR es SALAAM

4/13	Afr Pilgrim	Farrell	NY5/13
4/18	Tyson	Lykes	N05/26

SAILS	SHIP	LINE	DUE
5/1	Limburg	JavPac	Bo NY6/3 Pa6/6 Ba6/9
5/4	Sijindoeng	Royal-Inter	LA6/17 SF6/25 Se6/30 Va7/1 Po7/17
5/9	Afr Planet	Farrell	NY6/8
5/15	Mayo	Lykes	N06/24
6/4	Karsik	Royal-Inter	LA7/17 SF7/25 Se7/30 Va8/1 Po8/17

DURBAN

4/25	Charles	Lykes	Gulf5/24
5/1	Mayo	Lykes	Gulf6/24
5/13	Leslie	Lykes	Gulf6/18

EL SALVADOR

4/12	Vesuvio	Italian	LA4/21 SF4/25 Va5/1 Se5/6 Po5/9
4/16	La Coubre	Independence	LA4/23 SF4/25 Va4/30 Se5/1 Po5/3
4/27	Winnipeg	French	LA5/5 SF5/9 Va5/15 Se5/19 Po5/21
5/12	La Hague	Independence	LA5/20 SF5/22 Va5/27 Se5/29 Po5/31
5/14	Etna	Italian	LA5/23 SF5/27Va6/1 Se6/6 Po6/9

GUATEMALA

4/13	Vesuvio	Italian	LA4/21 SF4/25 Va5/1 Se5/6 Po5/9
4/17	La Coubre	Independence	LA4/23 SF4/25 Va4/30 Se5/1 Po5/3
4/29	Winnipeg	French	LA5/5 SF5/9 Va5/15 Se5/19 Po5/21
5/13	La Hague	Independence	LA5/20 SF5/22 Va5/27 Se5/29 Po5/31
5/15	Etna	Italian	LA5/23 SF5/27 Va6/1 Se6/6 Po6/9

GUAYAQUIL

5/17	Santa Adela	Grace	LA5/30 SF6/1 Se6/8
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LA LIBERTAD

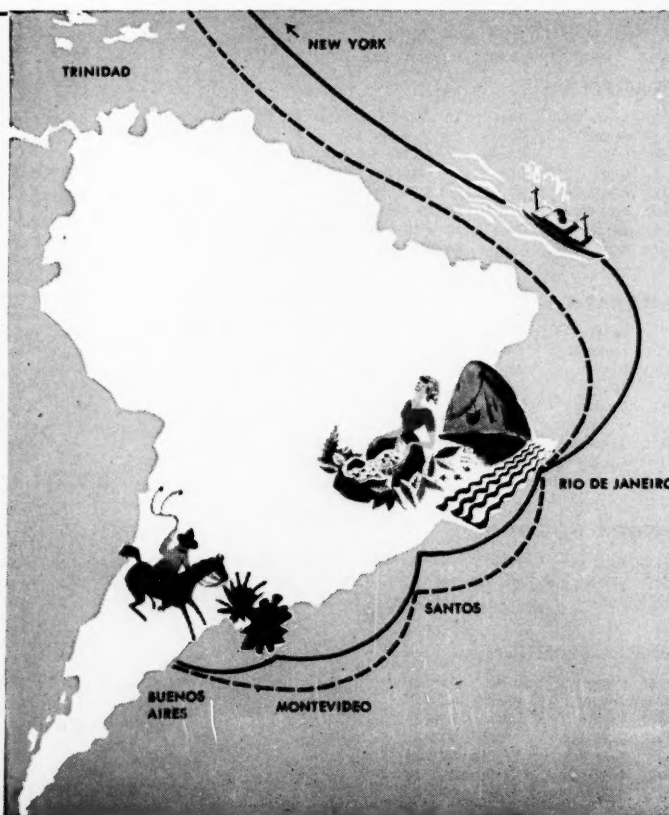
4/15	Anchor Hitch	Grace	LA4/27 SF4/30 Se5/6
4/17	Majorka	UFruit	Cr4/26 NY5/4
4/24	Leon	UFruit	Cr5/1 Ho5/7 N05/9
5/1	Copan	UFruit	Cr5/10 NY5/18
5/15	A steamer	UFruit	Cr5/24 NY6/1
5/29	Aggersborg	UFruit	Cr6/5 Ho6/11 N06/14

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When you want it...

Your coffee arrives in perfect condition at our modern terminal at Pier 25, North River, New York, in just 13 days from Santos—12 days from Rio—when it comes via Argentine State Line. Our large fleet of modern freighters, plus three new passenger liners—RIO DE LA PLATA, EVITA and RIO JACHAL—operate a swift, dependable cargo service between East Coast of South America ports and New York. Your coffee is handled by experienced, efficient crews, in and out of immaculate holds, assuring a minimum of bag damage and flavor contamination from dockside in Rio or Santos to truck or lighter in New York.

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SAILS	SHIP	LINE	DUE
6/4	Cstl Avnturer	Grace	LA6/16 SF6/19 Se6/25
7/1	Anchor Hitch	Grace	LA6/13 SF6/16 Se6/22

LA UNION

4/10	Lempa	UFruit	Cr4/14 Ho4/20 N04/22
4/14	Anchor Hitch	Grace	LA4/27 SF4/30 Se5/6
4/21	Majorka	UFruit	Cr4/26 NY5/4
4/27	Leou	UFruit	Cr5/1 Ho5/7 N05/9
5/5	Copan	UFruit	Cr5/10 NY5/18
5/19	A steamer	UFruit	Cr5/24 NY6/1
6/1	Aggersborg	UFruit	Cr6/5 Ho6/11 N06/14
6/3	Cstl Avnturer	Grace	LA6/16 SF6/19 Se6/25
6/30	Anchor Hitch	Grace	LA6/13 SF6/16 Se6/22

LIMON

4/10	Levers Bend	UFruit	N04/20
4/11	Cape Avinof	UFruit	NY4/17
4/18	Andrea	UFruit	NY4/24
4/24	Jersbek	UFruit	N05/2
4/25	Lovland	UFruit	NY5/3
5/2	Cape Cod	UFruit	NY5/8
5/8	Levers Bend	UFruit	N05/16
5/9	Cape Avinof	UFruit	NY5/15
5/16	Andrea	UFruit	NY5/22
5/22	Fiador Knot	UFruit	N05/30
5/23	Lovland	UFruit	NY5/31

LOBITO

4/18	Del Rio	Delta	N05/12
4/24	Afr Lightning	Farrell	NY5/14
4/24	Afr Grove	Farrell	NY5/24
5/7	Del Sol	Delta	N06/2
5/22	Tabor	Am-WAft	USA6/15
5/25	Afr Patriot	Farrell	NY6/13
5/28	Del Oro	Delta	N06/22
4/21	Afr Grove	Farrell	NY6/30

LOURENCO MARQUES

4/27	Charles	Lykes	Gulf5/24
5/3	Mayo	Lykes	Gulf6/24
5/15	Leslie	Lykes	Gulf6/18

LUANDA

4/13	Del Rio	Delta	N05/12
4/21	Afr Lightning	Farrell	NY5/14
4/21Afr	Grove	Farrell	NY5/24
5/3	Del Sol	Delta	N06/2
5/20	Tabor	Am-WAfr	USA6/15
5/22	Afr Patriot	Farrell	NY6/13
5/23	Del Rio	Delta	N06/22
5/26	Afr Glade	Farrell	NY6/30

MARACAIBO

5/18	Cstl Avnturer	Grace	LA6/16 SF6/19 Se6/25
6/14	Anchor Hitch	Grace	LA6/13 SF6/16 Se6/22

MATADI

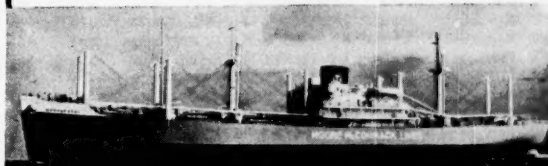
4/10	Del Rio	Delta	N05/12
4/18	Afr Lightning	Farrell	NY5/14
4/18	Afr Grove	Farrell	NY5/24
4/30	Del Sol	Delta	N06/2
5/18	Tabor	Am-WAfr	USA6/15
5/19	Afr Patriot	Farrell	NY6/13
5/20	Del Oro	Delta	N06/22
5/23	Afr Glade	Farrell	NY6/30

MOMBASA

4/16	Kettering	Robin	N'5/30
4/24	Afr Planet	Farrell	NY6/8
4/30	Tyson	Lykes	Gulf5/26
5/4	Silindoeng	Royal-Inter	LA6/17 SF6/25 Se6/30 Va7/1 Po7/17
5/4	Limbung	JavPac	Bo NY6/3 Pa6/6 Ba6/9
5/27	Leslie	Lykes	Gulf6/18
6/2	Goodfellow	Robin	NY7/12
6/4	Karsik	Royal-Inter	LA7/17 SF7/25 Se7/30 Va8/1 Po8/17

APRIL, 1954

MOORE-McCORMACK *Lines*



REGULAR AMERICAN FLAG SERVICE

AMERICAN REPUBLICS LINE	Freight and Passenger Service between East Coast of United States and the countries of	BRAZIL URUGUAY ARGENTINA
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PACIFIC REPUBLICS LINE	Freight and Passenger Service between West Coast of United States and the countries of	BRAZIL URUGUAY ARGENTINA
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AMERICAN SCANTIC LINE	Freight and Passenger Service between East Coast of United States and the countries of	NORWAY DENMARK SWEDEN POLAND FINLAND RUSSIA
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SAILS SHIP LINE DUE

PARANAGUA

4/10	Naviero	Dodero	N05/1	Ho5/5
4/12	Mormacyork	Mormac	NY5/1	Bo5/4 Pa5/6 Ba5/8
4/14	Vigrid	Stockard	Bo5/3	NY5/5 Ba5/7 Pa5/9
4/15	Equador	Lloyd	NY5/4	
4/15	Guatemala	Lloyd	N05/11	Ho5/16
4/17	Del Valle	Delta	N05/9	Ho5/14
4/18	Mormacgulf	Mormac	LA5/13	SF5/17 Po5/22 Se5/24 Va5/26
4/20	Mormacreed	Mormac	NY5/9	Ba5/10 Pa5/12 NY5/13 Bo5/16 Mi5/20
4/22	Paranagua	Brodin	Ba5/10	NY5/12 Bo5/14 Pa5/16
4/24	Pathfinder	PAB	LA5/19	SF5/21 Va5/28 Se5/29 Po6/2
4/27	Mormacook	Mormac	Jx5/16	NY5/21 Bo5/23 Pa5/25 Ba5/27
4/28	Cuba	Lloyd	NY5/17	
4/29	Heranger	Wes-Lar	LA6/5	SF6/7 Po6/12 Se6/16 Va6/17
4/30	Venezuela	Lloyd	N05/24	Ho5/30
4/30	Marinero	Dodero	N05/22	Ho5/26
5/2	Eckero	SCross	NY5/22	Bo5/26 Pa5/28 Bo5/29 N15/30
5/3	Mormackite	Mormac	Ba5/24	Pa5/26 Bo5/28 NY5/29
5/5	Sagoland	Brodin	Ba5/22	NY5/24 Bo5/26 Pa5/28
5/5	Holberg	Nopal	N05/26	Ho5/29
5/5	B.A.	Stockard	Bo5/24	NY5/26 Ba5/28 Pa5/30
5/6	Del Monte	Delta	N05/29	Ho6/4
5/8	Bolivia	Lloyd	NY5/30	
5/8	Overo	Dodero	NY5/28	Bo6/1 Pa6/3 Ba6/4 N16/5
5/12	Mormacowi	Mormac	NY5/31	Bo6/2 Pa6/3 Ba6/6
5/14	Mormacrey	Mormac	LA6/8	SF6/12 Po6/17 Se6/19 Va6/21
5/17	Trader	PAB	LA6/12	SF6/15 Va6/21 Se6/22 Po6/26
5/24	Del Santos	Delta	N06/14	Ho6/19
5/31	Mormacmar	Mormac	LA6/25	SF6/29 Po7/4 Se7/6 Va7/8
6/7	Del Alba	Delta	N07/1	

PORT SWETTENHAM

4/29	Cingalese	Prince	Ha6/3	Bo6/6 NY6/7 Ba6/13
5/30	British	Prince	Ha7/4	Bo7/7 NY7/8 Ba7/16
6/29	Eastern	Prince	Ha8/3	Bo8/6 NY8/7 Ba8/13
7/29	Javanese	Prince	Ha9/3	Bo9/6 NY9/7 Ba9/13

PUNTARENUS

4/12	Majorka	UFruit	C#4/26	NY5/4
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SAILS SHIP LINE DUE

4/13	La Coubre	Independence	LA4/23	SF4/25 Va4/30 Se5/1 Po5/3
4/19	Leon	UFruit	C#5/1	Ho5/7 No5/9
4/26	Copan	UFruit	C#5/10	NY5/18
5/10	A steamer	UFruit	C#5/24	NY6/1
5/10	La Hague	Independence	LA5/20	SF5/22 Va5/27 Se5/29 Po5/31
5/12	Etna	Italian	LA5/23	SF5/27 Va6/1 Se6/6 Po6/9
5/24	Aggersborg	UFruit	C#6/5	Ho6/11 N06/14
5/28	Cstl Avnturer	Grace	LA6/16	SF6/19 Se6/25
6/24	Anchor Hitch	Grace	LA6/13	SF6/16 Se6/22

RIO de JANEIRO

4/10	Aagtedyk	Hol-Int	NY4/24	Bo4/27 Pa4/29 Ba4/30 N15/3
4/10	Forester	PAB	LA4/28	SF4/30 Va5/6 Se5/7 Po5/11
4/10	Colombia	Lloyd	NY4/25	
4/11	Antonina	Brodin	Ba4/26	NY4/28 Bo4/30 Pa5/12
4/11	Rosero	Dodero	NY4/28	Bo5/2 Pa5/4 Ba5/5 N15/6
4/12	Mormacgulf	Mormac	LA5/13	SF5/17 Po5/22 Se5/24 Va5/26
4/13	Naviero	Dodero	N05/1	Ho5/5
4/14	Grenanger	Wes-Lar	LA5/11	SF5/15 Po5/21 Va5/24 Se5/26
4/15	Del Norte	Delta	N04/29	
4/17	Mormacyork	Mormac	NY5/1	Bo5/4 Pa5/6 Ba5/8
4/18	Vigrid	Stockard	Bo5/3	NY5/5 Ba5/7 Pa5/9
4/20	Equador	Lloyd	NY5/4	
4/22	Guatemala	Lloyd	N05/11	Ho5/16
4/23	Del Valle	Delta	N05/9	Ho5/14
4/25	Paranagua	Brodin	Ba5/10	NY5/12 Bo5/14 Pa5/16
4/28	Rio de Plata	ArgState	NY5/10	
4/29	Uruguay	Mormac	NY5/10	
4/29	Del Sud	Delta	N05/13	
5/1	Pathfinder	PAB	LA5/19	SF5/21 Va5/28 Se5/29 Po6/2
5/2	Cuba	Lloyd	NY5/17	
5/5	Eckero	SCross	NY5/22	Bo5/26 Pa5/28 Ba5/29 N15/30
5/5	Marinero	Dodero	N05/22	Ho5/26
5/6	Heranger	Wes-Lar	LA6/5	SF6/7 Po6/12 Se6/16 Va6/17
5/7	Venezuela	Lloyd	N05/24	Ho5/30
5/8	Mormackite	Mormac	Ba5/24	Pa5/26 Bo5/28 NY5/29
5/8	Mormacrey	Mormac	LA6/8	SF6/12 Po6/17 Se6/19 Va6/21
5/8	Sagoland	Brodin	Ba5/22	NY5/24 Bo5/26 Pa5/28
5/9	Holberg	Nopal	N05/26	Ho5/29
5/9	B.A.	Stockard	Bo5/24	NY5/26 Ba5/28 Pa5/30

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LUANDA, LOBITO, MATADI, AMBRIZ, AMBRIZETTE, PORTO AMBOIM

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Rua Visconde Inhauma 134

SANTOS: DELTA LINE, INC.

Rua 15 de Novembre 176-178

LUANDA & LOBITO:

Sociedade Lusri-Americana, Ltda.

MATADI:

Nieuwe Afrikaansche Handels Vennoetschap



SAILS	SHIP	LINE	DUE
5/11	Overo	Dodero	NY5/28 Bo6/1 Pa6/3 Ba6/4 Nf6/5
5/12	Del Monte	Delta	N05/29 Ho6/4
5/12	Evita	ArgState	NY5/24
5/15	Bolivia	Lloyd	NY5/30
5/20	Del Mar	Delta	N06/3
5/24	Trader	PAB	LA6/12 SF6/15 Va6/21 Se6/22 Po6/26
5/25	Mormacmar	Mormac	LA6/25 SF6/29 Po7/4 Se7/6 Ca7/8
5/28	Del Santos	Delta	N06/14 Ho6/19
6/3	Del Norte	Delta	N06/17
6/11	Del Alba	Delta	N06/28 Ho7/3
6/17	Del Sud	Delta	N07/1

SAN JOSE

4/17	Anchor Hitch	Grace	LA4/27 SF4/30 Se5/6
6/6	Cstl Avitur	Grace	LA6/16 SF6/19 Se6/25
7/3	Anchor Hitch	Grace	LA6/13 SF6/16 Se6/22

SANTOS

4/10	Antonina	Brodin	Ba4/26 NY4/28 Bo4/30 Pa5/12
4/10	Resero	Dodero	NY4/28 Bo5/2 Pa5/4 Ba5/5 Nf5/6
4/12	Rio Jachal	ArgState	NY4/26
4/12	Mormacgulf	Mormac	LA5/13 SF5/17 Po5/22 Se5/24 Va5/26
4/12	Naviero	Dodero	N05/1 Ho5/5
4/13	Grenanger	Wes-Lar	LA5/11 SF5/15 Po5/21 Va5/24 Se5/26
4/14	Del Norte	Delta	N04/29
4/16	Mormacyork	Mormac	NY5/1 Bo5/4 Pa5/6 Ba5/8
4/17	Mormacgulf	Mormac	LA5/13 SF5/17 Pa5/22 Se5/24 Va5/26
4/17	Vigrid	Stockard	Bo5/3 NY5/5 Ba5/7 Pa5/9
4/18	Equador	Lloyd	NY5/4
4/20	Guatemala	Lloyd	N05/11 Ho5/16
4/21	Del Valle	Delta	N05/9 Ho5/14
4/24	Paranagua	Brodin	Ba5/10 NY5/12 Bo5/14 Pa5/16
4/24	Mormacreed	Mormac	Nf5/9 Ba5/10 Pa5/12 NY5/13 Bo5/16 Mf5/20
4/26	Rio de la Plata	ArgState	-NY5/10
4/28	Uruguay	Mormac	NY5/10
4/28	Del Sud	Delta	N05/13
4/29	Pathfinder	PAB	LA5/19 SF5/21 Va5/28 Se5/29 Po6/2
4/30	Cuba	Lloyd	NY5/17
5/3	Marinero	Dodero	N05/22 Ho5/26
5/4	Eckero	SCross	NY5/22 Bo5/26 Pa5/28 Ba5/29 Nf5/30
5/5	Venezuela	Lloyd	N05/24 Ho5/30
5/6	Heranger	Wes-Lar	LA6/5 SF6/7 Po6/12 Se6/16 Va6/17
5/7	Mormackite	Mormac	Ba5/24 Pa5/26 Bo5/28 NY5/29
5/7	Sagoland	Brodin	Ba5/22 NY5/24 Bo5/26 Pa5/28
5/7	Holberg	Nopal	N05/26 Ho5/29
5/8	B.A.	Stockard	Bo5/24 NY5/26 Ba5/28 Pa5/30
5/10	Evita	ArgState	NY5/24
5/10	Overo	Dodero	NY5/28 Bo6/1 Pa6/3 Ba6/4 Nf6/5
5/10	Del Monte	Delta	N05/29 Ho6/4
5/13	Bolivia	Lloyd	NY5/30
5/13	Mormacrey	Mormac	LA6/8 SF6/12 Po6/17 Se6/19 Va6/21
5/15	Mormacowl	Mormac	NY5/31 Bo6/2 Pa6/4 Ba6/6
5/19	Del Mare	Delta	N06/3
5/22	Trader	PAB	LA6/12 SF6/15 Va6/21 Se6/22 Po6/26
5/26	Del Santos	Delta	N06/14 Ho6/19
5/30	Mormacmar	Mormac	LA6/25 SF6/29 Po7/4 Se7/6 Va7/8
6/2	Del Norte	Delta	N06/17
6/9	Del Alba	Delta	N06/28 Ho7/3
6/16	Del Sud	Delta	N07/1

VICTORIA

4/11	Del Viento	Delta	N04/26 Ho5/1
4/24	Del Valle	Delta	N05/9 Ho5/14
4/26	Guatemala	Lloyd	N05/11 Ho5/16
5/9	Venezuela	Lloyd	N05/24 Ho5/30
5/14	Del Monte	Delta	N05/29 Ho6/4
5/29	Del Santos	Delta	N06/14 Ho6/19
6/13	Del Alba	Delta	N06/28 Ho7/3

TEA BERTHS

CALCUTTA

4/22	City Durham	Eli-Buck	Bo5/24 NY5/25 Pa5/27 Nf5/29 Ba5/31
5/8	Wonosari	JavPac	SF6/10 LA6/15 Po6/29 Se7/4 Va7/8
5/8	City Lichfield	Eli-Buck	StJo6/19 Mf6/25
5/8	City Khartoum	Eli-Buck	Bo6/11 NY6/12 Pa6/16 Nf6/18 Ba6/19
5/10	Express	Am-Exp	Bo6/16 NY6/18

COCHIN

4/10	Excelsior	Am-Exp	Bo5/6 NY5/8
4/18	Exminster	Am-Exp	Bo5/16 NY5/18

APRIL, 1954

NOPAL LINE

The Northern Pan-American Line A/S
Oslo

Regular Service

Fast Norwegian Motorships

Coffee Service

Brazil/U. S. Gulf

General Agents

Oivind Lorentzen, Inc.
21 West Street, New York 6, N. Y.
Whitehall 3-1572

New Orleans—Biehl & Co., Inc., Pere Marquette Bldg.

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranagua—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.

iFc lines

Dependable service on
coffee shipments from

BRAZIL

All coffee cargoes receive speedy, careful handling and personalized service when they're shipped with iFc Lines. Every shipment gets specialized handling to insure dependable, safe arrival. And every iFc ship pleasantly accommodates 12 passengers.



AGENTS

BRAZIL—Agencia Johnson Ltd., Rio de Janeiro, Santos and São Paulo
CANADA—Canard Steam-Ship Co. Ltd., Montreal, Toronto, Halifax

BALTIMORE—The Hinkins Steamship Agency, Inc., Munsey Bldg.

NEW ENGLAND—Roger H. Heidinger, Westport, Conn.

PHILADELPHIA—B. H. Sobelman & Co., Inc., Bourse Bldg.

CHICAGO—F. C. MacFarlane, 105 West Adams St.

DETROIT—F. C. MacFarlane, 945 Free Press Bldg.

PITTSBURGH—Lemark Shipping Agency, 202 Henry W. Oliver Bldg.

International Freighting Corporation, Inc.

17 Battery Place, New York City 4, N. Y.—Phone Dlgby 4-2800
Pier 2, Erie Basin, Brooklyn, N. Y.—Phone Main 5-3158
Branch Office: Buenos Aires—Avenida Pta. Julio A. Roca-710



FAITHFUL SERVANTS OF THE COFFEE TRADE

Operating on regular itineraries geared to the needs of the coffee trade; swift, modern Grace Line *Santa* ships provide year-round American-Flag service from the Coffee Ports of:

**COLOMBIA
VENEZUELA
ECUADOR
PERU
and West Coast of
CENTRAL AMERICA**

to

**NEW YORK LOS ANGELES
JACKSONVILLE SAN FRANCISCO
PHILADELPHIA SEATTLE
BOSTON VANCOUVER, B. C.
BALTIMORE**

GRACE LINE

10 Hanover Square, New York 5, N. Y.
Tel. Dlgby 4-6000
Agents and Offices in All Principal Cities



FOR FAST DEPENDABLE DELIVERY

... of your mild coffees
to United States markets ...
rely on

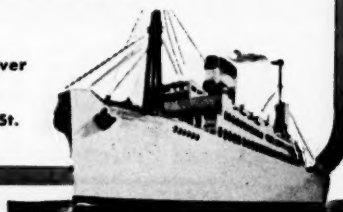
UNITED FRUIT COMPANY STEAMSHIP SERVICE

Regular Sailings between

**GUATEMALA NICARAGUA
EL SALVADOR COSTA RICA
HONDURAS COLOMBIA**

and NEW YORK · NEW ORLEANS · HOUSTON
and other U. S. ports

NEW YORK:
Pier 3, North River
NEW ORLEANS:
321 St. Charles St.



SAILS	SHIP	LINE	DUE
5/10	Cingalese	Prince	Ha6/3 Bo6/6 NY6/7 Ba6/13
5/19	Express	Am-Exp	Bo6/16 NY6/18
6/10	British	Prince	Ha7/4 Bo7/7 NY7/8 Ba7/16
7/10	Eastern	Prince	Ha8/3 Bo8/6 NY8/7 Ba8/13
7/7	Javanese	Prince	Ha9/3 Bo9/6 NY9/7 Ba9/13

COLOMBO

4/15	Exminster	Am-Exp	Bo5/16 NY5/18
5/7	Cingalese	Prince	Ha6/3 Bo6/6 NY6/7 Ba6/13
5/16	Express	Am-Exp	Bo6/16 NY6/18
5/18	Lawak	JavPac	LA6/27 SF6/30 Po7/5 Se7/8 Va7/12
6/7	British	Prince	Ha7/4 Bo7/7 NY7/8 Ba7/16
7/7	Eastern	Prince	Ha8/3 Bo8/6 NY8/7 Ba8/13
8/7	Javanese	Prince	Ha9/3 Bo9/6 NY9/7 Ba9/13

DJAKARTA

4/10	Cingalese	Prince	Ha6/3 Bo6/6 NY6/7 Ba6/13
5/10	British	Prince	Ha7/4 Bo7/7 NY7/8 Ba7/16
6/7	Eastern	Prince	Ha8/3 Bo8/6 NY8/7 Ba8/13
7/7	Javanese	Prince	Ha9/3 Bo9/6 NY9/7 Ba9/13

DJIBOUTI

4/16	Excelsior	Am-Exp	Bo5/6 NY5/8
4/26	Exminster	Am-Exp	Bo5/16 NY5/18
5/27	Express	Am-Exp	Bo6/16 NY6/18

HONG KONG

4/10	Japan	PacTrans	SF4/30 LA5/2
4/11	Bay	Pioneer	NY5/18
4/20	Laura	Maersk	SF5/12 NY6/1
4/25	Pilippine	PacTrans	SF5/13 LA5/15
5/3	Maren	Maersk	SF5/25 NY6/11
5/8	America	PacTrans	SF5/28 LA5/30
5/18	Chastine	Maersk	SF6/10 NY6/27
5/23	Pacific	PacTrans	SF6/10 Y6/12
6/3	Johannes	Maersk	SF6/25 NY7/12
6/18	Trein	Maersk	SF7/12 NY8/1
7/3	Nicoline	Maersk	SF7/26 NY8/14

KOBE

4/11	Olga	Maersk	SF4/26 NY5/15
4/14	Japan	PacTrans	SF4/30 LA5/2
4/16	Bay	Pioneer	NY5/18
4/26	Yamatsuki	Yamashita	SF5/13 LA5/15 Cr5/25 NY5/30
4/27	Laura	Maersk	SF5/12 NY6/1
4/29	Philippine	PacTrans	SF5/13 LA5/15
5/10	Maren	Maersk	SF5/25 NY6/11
5/12	America	PacTrans	SF5/28 LA5/30
5/25	Chastine	Maersk	SF6/10 NY6/27
5/27	Pacific	PacTrans	SF6/10 LA6/12
6/11	Johannes	Maersk	SF6/25 NY7/12
6/13	Yamasato	Yamashita	SF6/30 LA7/2 Cr7/12 NY7/17
6/25	Trein	Maersk	SF7/12 NY8/1
6/27	Yamafuku	Yamashita	SF7/14 LA7/16 Cr7/26 NY7/31
7/11	Nicoline	Maersk	SF7/26 NY8/14

SHIMIZU

4/14	Olga	Maersk	SF4/26 NY5/15
4/16	Japan	PacTrans	SF4/30 LA5/2
4/18	Bay	Pioneer	NY5/18
4/28	Yamatsuki	Yamashita	SF5/13 LA5/15 Cr5/25 NY5/30
4/29	Laura	Maersk	SF5/12 NY6/1
5/1	Philippine	PacTrans	SF5/13 LA5/15
5/13	Maren	Maersk	SF5/25 NY6/11
5/14	America	PacTrans	SF5/28 LA5/30
5/28	Chastine	Maersk	SF6/10 NY6/27
5/29	Pacific	PacTrans	SF6/10 LA6/12
6/14	Johannes	Maersk	SF6/25 NY7/12
6/15	Yamasato	Yamashita	SF6/30 LA7/2 Cr7/12 NY7/17
6/28	Trein	Maersk	SF7/12 NY8/1
6/29	Yamafuku	Yamashita	SF7/14 LA7/16 Cr7/26 NY7/31
7/14	Nicoline	Maersk	SF7/26 NY8/14

TANGA

4/24	Tyson	Lykes	Gulf5/26
4/25	Afr Planet	Farrell	NY6/8
5/4	Silindoeng	Royal Inter	LA6/17 SF6/25 Se6/30 Va7/1 Po7/17
5/20	Mayo	Lykes	Gulf6/24
6/4	Karsik	Royal-Inter	LA7/17 SF7/25 Se7/30 Va8/1 Po8/17

SAILS SHIP LINE DUE

YOKOHAMA

4/15	Ciga	Maersk	SF4/26 NY5/15
4/17	Japan	PacTrans	SF4/30 LA5/2
4/19	Bay	Pioneer	NY5/18
4/30	Yamatsuki	Yamashita	SF5/13 LA5/15 Cr5/25 NY5/30
4/30	Laura	Maersk	SF5/12 NY6/1
5/2	Philippine	PacTrans	SF5/13 LA5/15
5/15	Maren	Maersk	SF5/25 NY6/11
5/15	America	PacTrans	SF5/28 LA5/10
5/30	Pacific	PacTrans	SF6/10 LA6/12
5/31	Chastine	Maersk	SF6/10 NY6/27
6/15	Johannes	Maersk	SF6/25 NY7/12
6/16	Yamasato	Yamashita	SF6/30 LA7/2 Cr7/12 NY7/17
6/30	Trei	Maersk	SF7/12 NY8/1
6/30	Yamafuku	Yamashita	SF7/14 LA7/16 Cr7/26 NY7/31
7/15	Nicoline	Maersk	SF7/26 NY8/14

¹ Accepts freight for New York, with transshipment at Cristobal C. Z.

² Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal C. Z.

Moore-McCormack Lines promotes

Mattmann, Mueller and Wallace

Announcement is made by Moore-McCormack Lines of the promotion of Charles T. Mattmann to assistant vice president, S. J. Mueller to traffic manager in charge of the company's operation to South America, and R. Bruce Wallace to traffic manager in charge of conferences at rates.

Mr. Mattmann, a special representative of the company, came to Moore-McCormack in 1947 following his discharge from the Navy, where he held a commission as lieutenant commander. He has served in the company's South American and New York offices.

Mr. Mueller has been with the company since 1927. He played an important role in directing the vast quantities of lend-lease materials shipped to the Soviet Union during the Second World War, and since the war has been assistant traffic manager in the company's South American operation.

Mr. Wallace came to Moore-McCormack Lines in 1920 after service with the Delaware, Lackawanna & Western Railroad and the Great Southern Lumber Company. He is considered one of the ablest rate men in the shipping industry.

FEDECAME conference tests coffees, outlines working program for year

Coffees produced by the 11 countries which are members of the Federacion Cafetalera Centro America-Mexico-El Caribe will be tested at a conference in Puerto Principe, Haiti.

The conference will also develop a working program for FEDECAME for the coming year, according to Arturo Morales, general manager.

Mexico to export 1,000,000 bags in 1954

The National Coffee Commission of Mexico predicted that country would export over 1,000,000 bags of coffee in 1954.

This would be an increase of more than 100,000 bags over 1953, it was said.

Exports this year would amount to about 120 million pesos (\$13,950,000) at current high prices.

The association said such exports would place Mexico third among world exporters of coffee, behind Brazil and Colombia.

APRIL 1954

Regular Service
From The Principal Brazilian Ports To:
NEW YORK NEW ORLEANS



Lloyd BRASILEIRO

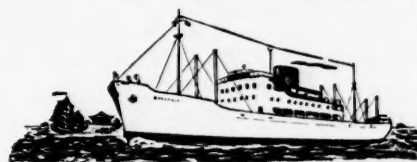
(Patrimonio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other. LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

NEW YORK
17 Battery Place

NEW ORLEANS
305 Board of Trade Bldg.



M/S LISHOLT M/S BORGHOLT M/S IGADI M/S REINHOLT

FAST DIRECT FREIGHT SERVICE
FROM TEA AND SPICE PORTS
PHILIPPINES CHINA JAPAN

IVARAN LINES

Far East Service

STOCKARD & COMPANY, INC., General Agents
17 Battery Place, New York 4, N. Y., Whitehall 3-2340

MALZONI & CO., LTD.

Coffee Exporters
SANTOS - BRAZIL

Represented in all U.S.A. by
OTIS, McALLISTER CO.

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Brazil	Supply—1st of Others	Month Total
		Brazil	Others	Total			
1952							
October	1,724	1,182	819	2,001	1,036	436	1,572
November	1,235	760	557	1,317	773	296	1,069
December	2,002	955	894	1,849	822	216	1,038
1953							
January	1,764	804	942	1,746	730	321	1,051
February	1,733	721	948	1,669	756	441	1,197
March	1,666	734	1,022	1,756	832	438	1,270
April	2,039	753	1,351	2,104	835	375	1,210
May	1,080	539	663	1,202	644	403	1,047
June	1,475	576	744	1,320	475	374	849
July	1,561	734	949	1,683	624	470	1,094
August	1,079	408	630	1,038	712	38	750
September	2,157	1,090	836	1,926	724	401	1,125
October	1,313	732	766	1,498	720	483	1,203
November	1,551	761	701	1,388	863	365	1,228
December	2,181	1,142	1,095	2,237	1,203	332	1,535
1954							
January	998	838	821	1,659	1,075	385	1,460
February	1,746	664	1,278	1,942	881	511	1,392
March	1,470	623	910	1,533	755	479	1,234

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The coffee outlook

To the astonishment of many members of the coffee fraternity, the coffee markets continued to make history.

Levels were already at unprecedented heights, and members of the trade were hardly able to catch their breaths when prices climbed again.

One source felt that when the psychological barrier of \$1.00 a pound retail was broken, the major block to further advances was removed.

Green prices are being talked of which were unthinkable even after the period of increases was well underway. "\$1.00 a pound green" is now only being spoken of, but is almost within sight in actual transactions.

The atmosphere is an unhappy one.

For some of the smaller factors, just doing business is hard, simply because of the increased capital requirements at the new levels.

Some casualties at the fringes of the industry are being rumored, and probably will take place.

Doing business is hard, too, because of the violence of the fluctuations. Ordinary, day-to-day transactions are, for the time being, out of the question.

Aggravating the strain and the stress no end has been the dock strike. Getting coffee into New York has been complicated and expensive. Coffee sitting on the docks is costing money, too, and somebody will have to pay.

Underlying the daily difficulties is a basic concern about the effect of the price situation on consumption.

Some facts are coming to light, but not enough to hang a solid opinion on. Everyone looks around, asks friends, inquires of neighbors, checks on restaurants and tries not to make up his mind.

Underneath it all, the trade is worried. The price movement has been too sharp, accompanied by too much clamor, too alone in the overall economic situation, not to leave a deep and lasting impact.

Wiser heads among us are counselling that we keep our eyes on the fundamentals—on the need for aggressive promotion, more necessary now than ever; on the need for selling the country all over again on a good cup of coffee.

That kind of approach, they say, will allow us to have a hand in shaping the future, instead of being helplessly subject to the shaping of the future by other circumstances.

This corner doesn't know but what they're right.

SOUTHERN CROSS LINE

Fast Motorships - from Brazil - to United States Atlantic Ports

COSMOPOLITAN SHIPPING COMPANY, INC.

General Agents

42 Broadway

New York 4, N. Y.

Serving The Coffee, Tea & Spice Trade For Many Years

Brookhattan Trucking Co., Inc.

57 FRONT ST.

NEW YORK 4, N. Y.

BOwling Green 9-0780

Import, Export and Bonded Trucking

Riverfront Warehouses

Bowne Morton's Stores, Inc

611 SMITH ST.

BROOKLYN, N. Y.

MAin 5-4680

N. Y. Phone: BOwling Green 9-0780

Free And Bonded Warehouses

Editorials

What should be coffee's "sell" today?

In the current price situation, the coffee industry is faced by new problems.

It's true at the green end. For example, capital requirements are now much heavier.

It's also true at the roast end, especially in the marketing of the roasted product. Roasters are running into new conditions.

In these circumstances, old ideas and "normal" methods are turning out to be inadequate.

Nowhere is this more true than in coffee merchandising.

Since January some roasters have shifted advertising space to occasional "emergency" use—statements of reasons for the price, rise, explanations of company policies.

Other roasters have just gone along with their former advertising, for lack of something better.

If there has been any tendency, it's been to emphasize even more than before the more-cups-to-the-pound theme.

As was pointed out in this department last month, the more-cups approach in coffee advertising was bad before. If continued now, it may be disastrous.

Probably the classic recent example of more-cups advertising was the answer by one Midwest roaster to the economy claims of soluble coffee.

Instant is not cheaper than his brand of regular coffee, this packer said—because his coffee yields even more cups for the money than instant.

To get some understanding of what the more-cups approach in coffee is like, take a look at the advertising of other products. Glance through a week's newspapers. Listen, with this in mind, to the radio for several nights. Or watch television for the same purpose.

You'll find industries, some of them competitive to coffee, where the advertising battle is more of a slug-fest than in our own field, outside of solubles.

Yet no matter how intense the brand fights, the advertising in each case is positive. The beer is drier, tastes better, or has behind it more money for the best hops than any other.

In each case, the advertising tries to sell more of the product.

Only in coffee do you find a considerable investment of money in advertising which, in various ways, tells the public to use less of the product!

This in spite of the fact that the more-cups appeal, if followed, results in a weaker, less satisfying cup, a weaker product position, a more vulnerable industry position.

What, then, should be the coffee industry's "sell" in its advertising and promotion?

The "sell" should be the fact that there's nothing like a good cup of coffee.

The coffee crisis itself makes this easier to do than would be true in a "normal" period. The public has become interested in coffee.

This circumstance, properly used, can itself help to get

a positive coffee approach off the ground.

You can see it in coffee's public relations. Material issued by the industry, as well as comments by housewives and others who visited Brazil, have been given enormous coverage in the press.

Editors, who helped create the condition, know that coffee news is hot news.

This can be a tremendous asset.

A packer, for example, can harness this interest by advertising that explains how to brew good coffee, in detail, with charts and pictures.

The approach can be the basis that today the housewife wants to be sure she is making the best possible use of the coffee she buys. Brewing the best possible beverage is the way to do it.

Brewing formulas would follow the suggestions of the Coffee Brewing Institute, which might even be quoted as the source of the recommendation, for the additional authority this would lend.

The "how to" angle might be emphasized. "How to" brew properly, "how to" store coffee, "how to" make iced coffee, etc.

This would be one expression of the basic approach that there's nothing like a good cup of coffee.

Part of it, too, would be background facts about coffee—how it's grown, how it's processed, how it's shipped, how it's handled in this country, etc.

Any number of styles could be used with such advertising, from straight brand push all the way through to editorial-type "columns" or cartoons.

Look at any phase of coffee merchandising, and you'll see ways it can be altered to work positively in the present situation.

Packaging, for example.

Pick up the full assortment of coffee cans on the shelf of any grocer, and examine them for one thing—brewing instructions.

Most of the cans, you'll find, have no brewing instructions at all!

Others have meager, general recipes, calling for such indefinite measuring devices as tablespoons, and suggesting quantities which will yield more, not better, cups.

The can with specific, approved instructions is very much the exception.

There can be real question as to whether the American consumer, even before the current situation, had advanced to the point where no instructions for use were required on the product itself.

Today no one can doubt that the consumer has to be deliberately stimulated in the direction of making a good cup of coffee. Instructions on the package can help.

In this way, and in many other ways, the industry can put across its main "sell":

"There's nothing like a good cup of coffee."

5 important steps in our service to the Tea Trade



ADDRESS ALL INQUIRIES TO MAIN OFFICE

Old Slip Warehouse, Inc.

37-41 Old Slip, New York 5, N. Y.

ARTHUR M. KOSTER, PRES.

WAREHOUSES AT
37-39-41 OLD SLIP

67-69-71-73 FRONT ST.

38-39 SOUTH ST.

what's the difference between the Tea Association and the Tea Council?

By HAYES G. SHIMP, Jr., Chairman
Membership Committee
Tea Association of the U.S.A.

One of the questions most frequently asked me as chairman of the Tea Association's Membership Committee is, "Are there any real differences between the Tea Association and the Tea Council—aren't they really the same thing?" Similarly, the question is posed this way, "My firm belongs to the Tea Association. Doesn't this make us an automatic member of the Tea Council?"

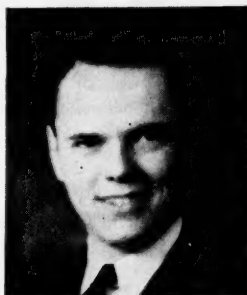
The answer to these questions is simple. The Tea Association and the Tea Council are two completely separate, distinct organizations with totally different functions and different provisions for membership.

There is, however, a direct relationship and interdependence upon each other in the daily conduct of their business. In an attempt to clarify the understandable confusion which now exists, I would like to describe briefly these two organizations and attempt to show how they cooperate in the interests of the tea industry.

The Tea Association is the U. S. tea industry's national spokesman—a voluntary trade association which has represented the interests of the entire tea industry since 1899. Importers, shippers agents, packers and service packers pay annual dues to the Tea Association on a sliding scale ranging from \$25 up to \$300, based upon tea poundage handled annually. Commission brokers pay annual dues of \$25, while firms with only secondary interest in tea, such as banks, steamship companies and suppliers of packaging materials, join the association as associate members at an annual fee of \$50.

The main areas of the Tea Association work are:

1. To protect the interests of the entire tea trade from unjust, unreasonable or unlawful regulations.
2. To protect tea as a commercial product by promoting fair standards of quality, to assist in the promotion of fair trade practices, to provide the procedure and personnel for arbitration of disputes and/or differences.
3. To publish information about tea as a commodity, trade statistics, government regulations affecting the tea industry, reports on research and other information designed to assist the members in planning their tea merchandising programs.
4. To sponsor meetings or conventions whenever required or requested by the members or directors.



5. To provide working committees which shall advise and guide the Tea Council.

Membership in the Tea Association of the U. S. A. affords companies and individuals an opportunity to assist in managing the affairs of the association. In addition to its 15 members of the Board of Directors, the Tea Association has an equal number of young men serving on its Junior Board of Directors. The Association's permanent committees are Executive, Advisory, Brewing, Marketing Research, Membership, Grocery Merchandising, Restaurant Merchandising, Convention, Tea Experts, and Trade and Public Relations.

This is the Tea Association.

Persons in government and commercial enterprise who become acquainted with the Tea Association's activities express themselves freely concerning the tremendous amount of time and effort volunteered by members of the Tea Association. They state frankly that in terms of time, energy and liberal use of personal or company facilities, the Tea Association could be cited as outstanding among trade associations.

The Tea Council of the U. S. A., Inc., is a membership corporation incorporated under the laws of New York State. Ownership of the corporation is reposed in the hands of four stockholders: the governments of Ceylon, India, the Republic of Indonesia and the Tea Association of the U. S. A.

As specified in by-laws of the Tea Council, the governments of the producing countries mentioned nominate and elect six persons to serve on the Tea Council's Board of Directors. The directors of the Tea Association of the U. S. A. nominate and elect six directors to represent the Tea Association on the Council's Board of Directors.

The international character of the Tea Council represents pioneering by the tea industry in the field of partnership marketing, which is receiving very wide recognition and acclaim from the U. S. government and other industries having an international base.

The Tea Council's singleness of purpose—to increase the total market for tea in the U. S. A.—makes it a powerful advertising factor fully recognized by the three producing country members, which contribute aggregately in excess of \$800,000 annually. This fund is paid directly to the Chase National Bank in New York City, the Tea Council's depository.

U. S. firms and individuals support the Tea Council in several ways. Tea packers pay a monthly contribution of one per cent per pound of tea sold in the previous month.

(Continued on page 62)

How much \$7,920,000

YOU CUT YOURSELF IN FOR A BIGGER SHARE
WHEN YOU SELL THE **2-OZ. FORMULA*** TO ALL
YOUR INSTITUTIONAL ACCOUNTS

Sales up



"We use the 2-oz. formula. And we are making a better tea. Naturally sales have soared."

Morton Busick
Vice President
Lord Baltimore Hotel
Baltimore, Maryland

Business doubled



"We more than doubled our sales by switching to the 2-oz. formula for home-made flavor Iced Tea."

Paul Taubman
Pres., Penthouse Club
New York, New York

←
**Look how
sales take off
when
restaurants
switch to
the 2-oz.
formula***
→

200% gain



"Even though we had very poor water, when we adopted and promoted the 2-oz. formula, our Iced Tea sales went up approximately 200%."

Hilliard Lubin
Mgr., Washington
House Restaurant
Chester, Pa.

410% Increase



"As a result of making Iced Tea the way people like it we increased our Iced Tea sales by 410%... from 8 to 33 gallons daily."

D. E. Marler
Mgr., Holloway
Cafeteria
Memphis, Tennessee

of the Iced Tea increase are you getting?

The four case histories on the opposite page are just a sample of what happens when the 2-oz. formula comes into the Iced Tea picture.

Since this formula was introduced, restaurant Iced Tea sales have jumped 239%. Restaurants are now doing \$7,920,000 more Iced Tea business than they ever did before.

In fact, one-third of all restaurants in America are already cashing in on the 2-oz. formula. Two-thirds have yet to be sold!

Do it this summer. Boost your institutional business by putting the 2-oz. formula to work for *all* your accounts. Order recipe cards, back bar strips, tip-on cards for menus, and other material to start your Iced Tea sales rolling. Write us today.

*The famous profit-maker formula that calls for the use of 2 ounces of tea per gallon of water, approved by the National Restaurant Association.

Keep this profit picture before restaurant owners!

	Average cost
Two 1-oz. tea bags.....	\$.18
2½ lemons.....	.10
¾ lb. sugar.....	.06
10 lbs. ice cubes.....	.10
Total cost of ingredients.....	.44
For 20 servings at 10¢ restaurant gets..	2.00
RESTAURANT OWNER'S GROSS PROFIT	1.56

tea council

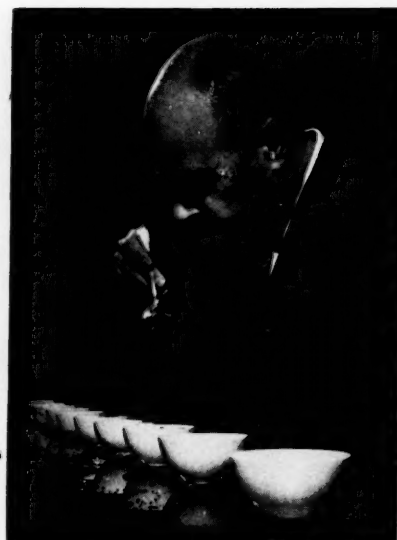


of the U. S. A., Inc.

500 Fifth Avenue

New York 36, New York

a glossary of tea tasting terms



In the profession of tea tasting, a host of technical terms are used. Each term has a well defined, specific meaning. This terminology represents a considerable achievement.

You can better appreciate the achievement when you think of what it is the terms describe—relatively slight differences in the seemingly vague realms of appearance, aroma and taste.

This glossary of tea tasting terms, issued by the Scientific Department of the Indian Tea Association, replaces an earlier compilation. It centers on the more common terms used particularly in connection with teas grown in North-east India.

AROMA—A fragrant smell usually derived from the dry leaf or infused leaf of tea grown at high elevations, e.g., Darjeeling, Nuwara Eliya or Uva districts of Ceylon, etc.

AUTUMNAL—A seasonal term applied to teas grown during that period. Autumnal teas frequently produce a reddish leaf and liquors with varying degrees of flavor and aroma. With good flavor in cup, this reddish leaf will not detract from the value.

BAGGY—An undesirable taint found in both dry leaf and liquors of tea withered on inferior hessian or sacking. May also be apparent on teas stored in bags.

New hessian not aired before use and hessian fibers collected with the leaf when brushing from the chungs will also produce baggy taints. Hessian fibers can be extracted by sifting the green leaf before rolling.

BAKEY—An unpleasant liquor taste usually caused by too high temperatures during firing or the driving off of too much moisture. Certain bacteria have been known to cause bakiness.

BISCUITY—A pleasant character occasionally smelled in the dry leaf or tasted in the liquors of well fired Assam teas.

BLACK—Tea which has been allowed to ferment before firing as opposed to green or oolong teas.

The term is also widely used when describing the color of dry leaf. Leaf which is black in color as opposed to brown, red or grey, is generally desirable as it indicates good plucking and careful manufacture. In certain circumstances, however, brown leaf may be preferable (see

"brown"). Tea manufactured from dark leaf as opposed to light leaf, and also well withered leaf, tends to be black.

BLISTER—A noticeable blistering of the leaf (especially the stem) caused by too rapid removal of moisture in the first fire.

BLOOM—A live, as opposed to dull, looking tea leaf caused by the fine hairs together with the varnish-like film on the outside of the leaf. The bloom can be removed by faulty sorting and is often completely absent in broken pekoe and pekoe fanning grades which have been through certain types of cutters.

BODY—A liquor possessing fullness and strength as opposed to thin liquoring teas.

BOLD—Where pieces of dry leaf are large and could with advantage have been cut smaller.

BRASSY—An unpleasant metallic taste usually associated with unwithered or poorly withered tea.

BRIGHT—A live, as opposed to a dull, looking infused leaf or tea liquor. It is brought out very plainly in a tea liquor after the addition of milk. Brightness usually implies the absence of any harmful bacteria, together with careful manufacture.

BRISK—A live taste in the liquor as opposed to flat or soft. Fresh spring water may possibly be described as being brisk when compared with cold boiled water.

BROWN—Describes color of dry leaf. Some tippy Assam teas during the second flush have a brown leaf which is quite valuable. Very tippy teas never have a really black leaf appearance. The reason for this is the hair growth down the shoot. The second leaf may have a quantity of hair insufficient to produce a golden appearance known as tip, but sufficient to discolor the leaf to that of a brownish appearance. Also, during rolling some hair may be rubbed off the bud and deposited on the coarser leaf. During firing this hair is affixed to the leaf and results in a brownish color effect.

BURN—Applicable generally to Darjeeling teas, denoting a fully fired and desirable cup character.

BURNT—Tea liquor description meaning that the tea has been subjected to extremely high temperatures during

(Continued on page 82)

"Sell more" program set for Tea Association's 3rd annual mid-year meeting

Tea executives who want to chalk up a solid iced tea season this year are taking no chances. They're planning to be at the third annual midyear meeting of the Tea Association of the U.S.A., being held at the Biltmore Hotel, New York City, on April 29th.

The meeting will get underway with a luncheon at 12:30 p.m. sharp. The fact-filled business session will follow. Committee chairman Hayes G. Shimp, Jr., guarantees the meeting will be over by 2:30.

Members of the trade will begin gathering in the Grand Ballroom for cocktails at noon.

Tea has reason for optimism, these days, and Samuel Winokur, Tea Association president, will examine the reasons at the luncheon sessions.

He will also indicate the tremendous opportunities now open to tea.

Fred Rosen, public relations consultant to the Tea Council, will outline the publicity efforts for tea so far this year.

He will report on the results of Take Tea and See Week, the golden anniversary of the tea bag, tea publicity and policies during the coffee crisis, and other aspects of the public relations front.

Edward Thiele, of the Leo Burnett Co., Inc., Tea Council advertising agency, will outline the advertising and merchandising campaigns for tea in the coming year.

He will show the members of the trade how they can use the iced tea drive to boost their own brand sales.

Eastern Tea to distribute T-Canter, iced tea dispenser, in Eastern U. S.

Exclusive distribution in the eastern part of the United States of the T-Canter, an iced tea dispenser, has been announced by the Eastern Tea Corp., Staten Island, N. Y.

The T-Canter serves iced tea in one-tenth the time required by ordinary dispensers, Eastern Tea reported.

The unit is said to have racked up impressive sales records for jobbers in 1953.

Eastern Tea indicates that the T-Canter will be priced realistically, in line with overall policies, which they point out also includes fast delivery and quality products.

The attractive T-Canter is made of heavy gauge, chrome-nickel stainless steel to resist acids. It has a rounded bottom, for fast, easy cleaning.

The T-Canter, which holds three gallons, is equipped with a Wyott pressure faucet which has no thread connections and stays germ-free. It is also easy to clean without tools.

The unit meets the highest standards of the Public Health Service Code for eating and drinking establishments, it was stated.

Starnes visiting trade in U. S.

In the United States as part of a tour of tea centers in various parts of the world is Kenneth B. Starnes, of James Finlay & Co., Ltd., Calcutta.

Arriving in San Francisco by plane, Mr. Starnes is spending about three weeks in this country.

From here he is going to England, Ireland and the Continent before returning to Calcutta.

TEA TOPS THE WORLD

HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.

383 Brannan Street
San Francisco, Calif.

Member: Tea Association of the U.S.A.

the possibilities of mechanizing tea cultivation

By J. S. WRIGHT

Part 4 — Conclusion

Following the clearing of old bushes from reasonably level land (*e.g.* with slopes not exceeding one in seven) almost any kind of tractor could be used economically for preparing the land for replanting. The practice now generally recommended is to "build up" the soil by digging contour trenches along the proposed replanting lines and lopping green manures into them over a period of from 18 months to two years, before finally re-covering with soil.

On reasonably level land the trenching, lopping and re-filling could all be done with readily available tractor equipment with considerable economy of manpower and cost; but it is unlikely that more than about 20 per cent of the whole Ceylon tea area would, in fact, be level enough to be handled in this way. On a much greater proportion of the whole tea area—with slopes ranging from one in seven up to, say, one in three—mechanical preparation for replanting would still be practicable, but only with special equipment still to be designed. The writer has in mind a special tractor, somewhat resembling a motorcycle with side car in general layout, with one drive wheel (or track), one steering wheel and one adjustable stabilizer wheel. This would do relatively light work by direct traction, or heavier work by winching itself along.

Excluding preliminary costs of development, an appliance of this kind should not cost more than an ordinary tractor; and should enable one man to dig contour trenches at 20 to 30 times the rate of ordinary hand work. The potential market for such an appliance would, however, be too small to interest large-scale manufacturers; and equipment of this kind is unlikely to be forthcoming unless development is fostered and financed independently.

One advantage of the trenching procedure just mentioned is that the land seems afterwards to fall naturally and fairly rapidly, into contour terraces, which are subsequently stabilized by the tea rows themselves. To judge from the new clearings at the Tea Research Institute, this automatic falling of the land into terraces will generally happen quickly enough for the small tractors that are afterwards to be used for weeding, etc. to be first introduced at the time that the young plants are put out. They could, therefore, be used to cheapen upkeep over the next two or three years, and so still further reduce overall replanting costs as these are reckoned at present. On the whole, however, the figure of 3,500 to 5,000 rupees per acre, now commonly quoted for replanting, includes so many odd (and probably unmechaniz-

able) items that, without more searching inquiry, the writer would doubt whether any kind of mechanization can effect an overall reduction of more than one-third of present costs.

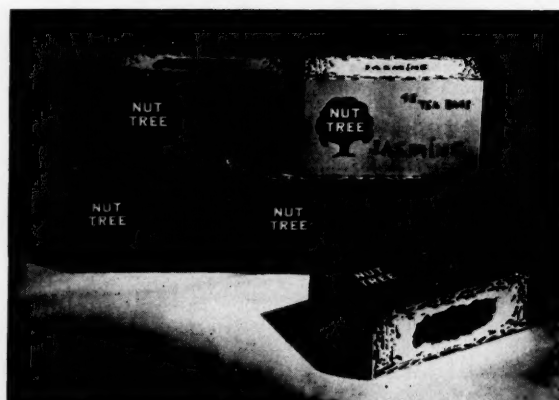
With Ceylon tea as it is planted and organized at present, there is little prospect of lowering production costs by mechanization. But given the more appropriate bush pattern that could be introduced wherever tea is replanted, or new tea opened, there is every prospect that by fairly straightforward mechanization, the present labor requirement of tea growing could be reduced by at least 50 per cent.

In the writer's considered view, therefore, there is a very strong case for giving serious attention to mechanization in direct association with replanting, and for instituting the further inquiry and experimentation necessary to bring it to practical fruition.

Broadly speaking, experimental work will be required in three directions. First, although most of the basic equipment mentioned in this report is already commercially available, a great deal of minor development, and adaptation by trial and error in the field will be required in order to fit in to an entirely new purpose. Secondly, in tea as in every other crop to which it has been applied, mechanization will bring about the changes in method: so much of present tea cultivation practice seems to have evolved from the existence of an over-abundant labor supply that to re-examine the whole agronomy of the crop in the light of mechanical working is likely to pay handsomely in the long run. Finally, the whole question of bush pattern and the layout of new clearings clearly needs more careful study on the ground itself than the necessarily hurried survey on which this report is based. Moreover, on this point alone, there is likely to be a demand for advisory assistance that will be quite beyond the present resources of the Tea Research Institute of Ceylon.

Generally the work will demand ample funds; the services of men of first-class ability in agricultural engineering; the cooperation of estates; and a close liaison between the tea industry and machinery manufacture in the United Kingdom and elsewhere.

Tea bag carton wins top award



This tea bag carton won the top award in the food category of the competition conducted by the Folding Paper Box Association of America. It was submitted by the Andre Paper Box Co., San Francisco. Judges said the entry was "a bold step away from the conventional tea cartons on the market today. Distinctive lettering plus outstanding design provide a subtle approach and appeal to the customer. The use of the same design but different colors for various types of tea gives the cartons a 'family' appearance."

Packer tea sales in January showed biggest monthly gain in U. S. tea history

Tea sales to wholesale and retail outlets hit an all-time monthly high in January, reports the Tea Council of the U. S. A., Inc.

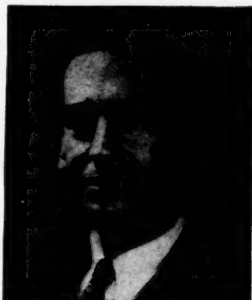
The Council's index of packer sales showed an increase of 22 per cent for January, 1954, over January, 1953, biggest single monthly gain in U. S. tea history.

Tea Council Executive Director Anthony Hyde points out that the importance of these sales records lies in the fact that they are part of a continuing trend towards tea.

From November to January, packer sales rose over 15 per cent, and over the past 12 months have risen ten per cent. Tea drinking and sales have risen steadily for the past several years.

The basic reason for this trend in Mr. Hyde's opinion is that the American housewife has learned how to prepare tea properly.

The Tea Council will increase its advertising budget about \$200,000 this year, bringing it to \$1,200,000, and will continue to place most of its advertising outlay in television, he added.



Hyde: "Continuing trend"

"Retail grocery sales of tea in 1953 were 6.5 per cent above 1952, which, in turn, was 6 per cent above the previous year," he said. "In other words, U. S. tea consumption has risen 20,000,000 pounds in the last five years."

The swing to tea, Mr. Hyde believes, is largely due to the Council's vigorous promotion during the past few years. During 1949, 1950 and 1951, he said, tea consumption in the U. S. held pretty steady. But the past two years have seen increases of six and seven per cent, respectively.

Admitting that the current price of coffee may have had some effect on tea consumption, Mr. Hyde is inclined to believe that more people are sold on the merits of tea than formerly. In 1951 there was an upswing in coffee prices, he points out, but no increase in tea consumption.

The cumulative effect of the Council's advertising and promotion, he says, is beginning to pay off. That is why the Council is increasing its advertising budget and will continue intensive promotion at retail and consumer levels to teach restaurateurs and housewives how to prepare tea properly.

Miller heads Gair L. A. plants

Otto M. Miller has been made general manager of the Angelus Paperbox Co. division of the Robert Gair Co. He will be responsible for the production of the paperboard mill, folding carton, and set-up box departments. Mr. Miller was assistant plant manager at Gair's plant at Elkhart, Ind.

Albert E. Bush, formerly with Angelus Paperbox Co., has been made general manager of the Gair division, in charge of corrugated container operations.

IHW^T_E_A

May Is The Month

in which new crop Japan and Formosa Teas are in production. We therefore suggest you check your requirements now and place your order with us promptly.

IRWIN - HARRISONS - WHITNEY, INC.

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)

TEA IMPORTERS

CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)

MEDAN (SUMATRA) • TAIPEH (FORMOSA)

Tea Movement into the United States

(Figures in 1,000 pounds)

	YEAR 1952	Jan. 1953	Feb. 1953	Mar. 1953	April 1953	May 1953	June 1953	July 1953	Aug. 1953	Sept. 1953	Oct. 1953	Nov. 1953	Dec. 1953	YEAR 1953	Jan. 1954	Feb. 1954
Black																
Ceylon	42,188	3,546	4,132	4,965	4,676	3,368	3,678	4,060	4,036	4,832	3,976	1,831	2,575	45,675	3,093	3,756
India	35,804	3,798	3,343	4,982	3,988	3,288	2,524	2,591	1,432	2,334	3,817	2,335	3,107	37,532	4,048	4,049
Formosa	1,581	...	77	70	79	238	52	130	138	159	221	305	404	1,874	469	355
Java	7,814	400	299	818	792	543	513	783	337	416	758	527	528	6,714	700	904
Africa	1,614	175	307	270	437	781	498	230	157	327	406	87	112	3,786	66	272
Sumatra	2,217	280	405	314	287	705	341	439	164	346	518	420	239	4,458	613	593
Misc.	193	24	353	8	3	62	45	139	32	106	102	368	121	1,417	405	306
Green																
Japan	2,483	73	25	114	58	107	87	185	699	779	314	214	42	2,698	459	60
Misc.	118	34	8	28	9	47	15	...	10	50	40	68	5	312
Oolong																
Formosa	207	12	9	17	4	...	3	1	17	45	53	61	89	266	14	27
Canton	26	1	18	4	15	11	2	34	1	...
Sent'd Cntr	32	4	2	8	15	5	...	35
Misc.	10	15	...	6	25	4	62	8	3
Mixed	92	6	12	...	2	2	27	5	22	135
TOTALS	94,559	8,348	8,659	11,601	10,400	9,164	7,758	8,561	7,061	9,410	10,262	6,237	7,536	104,998	9,876	10,315

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

Tea crop restrictions no longer in the picture in India; full output sought

Speculation about the tea quotas in India, which hit a new high earlier this year, will have the warmth taken out of it when the government announces the 1954-55 quotas, simultaneously with the installation of the new Tea Board under the Tea Act of 1953.

This is reported by Valale I. Chacko, publisher and editor of Planting and Commerce, Ernakulam, India.

The life of the old quotas will not be extended, he says.

North India tea gardens do not begin the new season until April, and fresh tea will not be available in useful quantities until June. South India estates, like Ceylon, go on producing throughout the year.

January output of tea is 800,000 pounds less, compared to the previous January. The fall in export up to February 15th is a striking 9,000,000 pounds—from 15,200,000 to 6,000,000 pounds.

The season has not begun well, the weather having been drier than usual. There is the scorching Indian hot season before the late April or early May showers with which the great tea rush begins.

The idea of restricting production, very much in the air at this time last year, is completely out of the picture, and the industry is now anxious lest the weather go against them.

Company sales goal is \$100,000,000.

C. P. McCormick tells stockholders

During the next ten years, net sales of the company should approach the \$100,000,000 mark, Charles P. McCormick, chairman and president of McCormick and Co., Inc., Baltimore, reported to stockholders of the company at the annual meeting.

Sales during the fiscal year recently ended totaled \$39,000,000.

"Our objectives are definitely realistic," Mr. McCormick said, "and if we continue to maintain our spice and extract business proportionately as we have in the past, our goal can readily be attained by virtue of the increase in population, the opening of new markets, the redistribution of our personnel and the complete unification of our three companies—Ben-Hur, Schilling and McCormick."

New products and relocation of warehousing and plant facilities were also cited by Mr. McCormick as factors in the company's detailed plan for achieving the goal. It is possible the company will resort to special sales forces for individual items, he pointed out, since coffee, tea and salad products are not sold in the same fashion as spices and flavoring extracts.

"Regional studies are being made to determine where tea, mayonnaise and kindred items can be manufactured and distributed on a local basis," Mr. McCormick stated.

Bernard Weiser, vice president in charge of sales, and Brooke E. Furr, treasurer, were named vice presidents of the company.

W. Ernest Issel, assistant treasurer and assistant secretary, was appointed treasurer to succeed Mr. Furr.

E. Clayton Shelhoss, director of human relations of the Schilling division, San Francisco, was named an assistant secretary.

Announces improved heat-sealed tea bag

A new and improved heat-sealed iced tea bag has been announced by the Eastern Tea Corp., Staten Island, N. Y.

The company says the bag is unconditionally guaranteed against breakage, and is more sanitary, with or without strings.

Making the new iced tea bag possible is a modern heat seal packeting machine, Eastern Tea said.

This unit has tripled production capacity and assures prompt delivery of rush orders, the company declared.

Ceylon cuts tea shipments to London auctions; storm rages over conspiracy charges

The Parliamentary Advisory Committee has directed the Trade and Commerce Minister to curtail direct shipments of quality teas to the London auctions.

A member of the committee said Ceylon was losing millions of dollars as the result of the United Kingdom re-exporting Ceylon tea to the United States.

He added that the committee had urged progressive reduction of the allocation to London, so that within three or four years the entire output of Ceylon's quality teas might be sold at the Colombo auctions.

Tea produced in Ceylon last year was the highest on record, a Commerce Ministry source said.

The total yield was 343,034,000 pounds.

The biggest part of the increased output went to Australia.

The Ceylon government decreed that while no limit is placed on the quantity of low-country tea that may be consigned to London, quality teas are to be limited to 75,000,000 pounds, thus forcing world buyers to purchase their requirements at the Colombo auctions.

Ceylon's Minister of Commerce, R. G. Senanayake, accused Mincing Lane merchants of "depressing the price of tea" and asserting that "a combine is now operating to allocate invoices among themselves without bidding."

"Ceylon, by her insistence on deciding where her tea is to be sold, is not reaping the full benefit from the era

of prosperity which the tea producing industry is enjoying," comments *The Tea and Rubber Mail*, London. "In fact, by her decision to restrict the quantity of medium and quality teas that may be consigned to London for sale on the Mincing Lane auctions, Ceylon is losing the top prices that could be obtained."

Even England still has a long way to go in tea promotion to reach proper brewing

More housewives drink tea at stated times, particularly at "elevenses" and at midday. And both they and the rest of the family are home more often for afternoon tea.

The Tea Bureau naturally keeps a wary eye on coffee and reports that "the downward trend of coffee drinking continues." This includes ground coffee, solubles and essences.

Only 30 per cent of housewives drank coffee at home compared with 34 per cent last year and 38 per cent in 1951. Coffee lost ground to tea on all principal occasions except at the "elevenses," where it has remained constant at 16 per cent since 1951.

D. M. Forrest, Tea Bureau, Commissioner, suggests that from the point of view of tea promotion the field for expanding sales might at first sight seem small, but there is a long way to go before the well-tried formula of "one for each person and one for the pot" becomes universal or even usual. The proportion of those observing it when making tea for four has more than doubled since 1951, but it is still only 11 per cent. No less than 53 per cent are still using three teaspoonfuls or under when making tea for four.

FREDK. EDWARDS & SONS

120 WALL STREET, NEW YORK

MEMBER: TEA ASSOCIATION OF THE U.S.A.

TEAS

AGENTS FOR

GEO. WILLIAMSON & CO.
LONDON, ENGLAND

and

NAIROBI, KENYA

WILLIAMSON, MAGOR & CO.
CALCUTTA, INDIA

WHITALL & CO.
COLOMBO, CEYLON

W. P. PHIPPS & CO.
BATAVIA, JAVA

MANUEL SARAIVA JUNQUEIRO
MOZAMBIQUE, PORTUGUESE E. AFRICA

LIAZI AGRICOLA LTD.
MILANGE, PORTUGUESE E. AFRICA

CHUN HO COMPANY, LTD.
SHANGHAI, TAIPEH

WHAT DOES ALL AMERICA LOVE?



LIPTON TEA!

LIPTON TEA

*brisk flavor,
never flat!*



Brisk Lipton Tea has such a lively, bracing flavor — so full-bodied and refreshing — it's no wonder more people drink it than any other brand. That Lipton flavor gives them a lift every time — picks up their spirits when they're feeling down. Year after year, constant, dependable quality has made Lipton far and away America's favorite tea.

**"Tea costs up 50½%
consumer prices up
only 35%"—Smallwood**

Lipton's cost for tea from India, Ceylon and other growing areas has jumped about 50½ per cent since 1945, but prices to consumers have gone up only 35 per cent.

This was pointed out by Robert B. Smallwood, president of Thomas J. Lipton, Inc., during a visit to Portland, Ore., according to a report in the company's *News*.

Mr. Smallwood was in Portland to open an exhibition of the Lipton memorial silver collection.

Consumption of tea has gone up 25 per cent in only three years, Mr. Smallwood said.

**Teakoe users drink more tea,
national survey of users shows**

People who now brew their tea in a Teakoe are drinking more tea than before.

Moreover, more of them are using loose tea, in place of tea bags.

These trends were pinpointed by a mail survey of 1,000 owners of eight-cup Teakoes. After two weeks, 316 replies were received, a surprisingly large porportion for this type of questionnaire.

The questionnaire indicated that a majority of the respondents prepared tea for only two people. To meet this need, Teamakers, Inc., recently introduced a two to four cup Teakoe.

**What's the difference between
the Tea Association and the Tea Council?**

(Continued from page 53)

Non-packing importers support the Council in the same manner—that is, on the basis of the previous month's sales but at the rate of one-tenth of one cent per pound of tea sold. Others, who have only a specialized or secondary interest in tea, are making voluntary contributions to the Tea Council in form of quarterly or annual lump sum payments. These payments also are paid directly to the Chase National Bank at New York City.

Those contributors in the U. S. tea industry who are members of the Tea Council generally sign agreements with the Council cancellable on 90 days notice by either party.

As you can see, the Tea Association and the Tea Council are two completely separate organizations. Membership in the Tea Association means only support of a voluntary U. S. trade association. This association does help regulate the affairs of the Tea Council, but a separate agreement is necessary to become a member of the Tea Council.

Much of the confusion which may now exist concerning rights derived from membership in these organizations stems from the intimate coordination of working committees of the Tea Association and full-time staff employees of the Tea Council. Not only does the Tea Association elect six members of the Council's Board of Directors, it also plays a major role in guiding several phases of the Tea Council's campaigns. For example, the Grocery and Restaurant Merchandising Committees assist at every stage in the development of iced and hot tea merchandising material. The Brewing Committee tests and determines formulae to be used in the Council's campaign. The Marketing Research Committee reviews proposed research projects before they are undertaken. These are a few brief examples of the close working relationship of the two organizations.

The Tea Council's campaign therefore represents a realization of a portion of Section 2, Article 1, by-laws of the Tea Association, "to increase the consumption of tea in the U. S."

Without doubt the advertising impact of the Tea Council's campaign has benefitted all segments of the tea industry. Packers, chain stores, wholesalers, importers, agents and brokers, as well as associated companies are participating in the annual increase in tea consumption in the U. S., whether or not they support the Tea Council by becoming a contributing member. However, U. S. industry-contributing members of the Council have been granted some privileges in recognition of their active membership. Contributors receive allotments of brand-imprinted display material featuring Tea Council advertising themes and slogans. Non-contributors to the Tea Council are permitted to purchase only the line of restaurant material, without brand imprint, at printer's cost. Grocery point-of-sale material is restricted to contributing members only.

Membership in the Tea Council is open to all, and as more members participate, the nationwide campaign can be expanded as quickly as funds are received. The result is a much stronger, more effective campaign for tea—to the benefit of all.

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service based on experience of many years.

91 WALL ST.

NEW YORK CITY 5

new Lipton package makes brand recognition easier

By WILLIAM B. SMITH, Director of Advertising
Thomas J. Lipton, Inc.

One of the most important considerations in the markets of the country today is the visual impact of products at the point of sale. With that theory in mind, Thomas J. Lipton, Inc., has completed an overall restyling program, for Lipton Tea and Soup Mixes, that puts emphasis on clarity of pattern, strength of brand and easy product identification.

Probably the biggest outlet for promoting Lipton products is the Arthur Godfrey "Talent Scouts" television program. If such an important advertising outlay is to pay off in retail sales, the Lipton packages displayed on video should, and must, result in immediate consumer recognition at the point of sale.

A thorough analysis of the Lipton packaging processes was therefore instituted, and after critical observation it was decided that the basic elements of the designs of the tea packages could be retained, particularly the illustration of Sir Thomas Lipton. And the Jim Nash studio in New York created the new designs.

In the case of the soup mixes, the problem was entirely different, hence the original package was discarded in favor of a completely new face-lifting. The original package headlined the sale of three different dry soup mixes as a unit. Now, however, soup mixes have become a familiar fixture and emphasis on brand and product display was necessary.

In their new dress, when Godfrey holds up the packages of tea and soup, the Lipton brand name registers immediately and both can be recognized quickly and more easily on the store shelves.

Simplification is the keynote of the new tea package, and the facsimile of Sir Thomas Lipton is no longer an old-fashioned line-drawing but rather a poster-like, half-tone representation. The same style lettering is used, but the letters are shorter and broader, with a black shadowing effect behind them.

As for color, the old package was red, with a yellow center band. On the new, the yellow appears only in the lower, right-hand section and is put on in an easy curve that leads the eye to the cup of tea in Sir Thomas Lipton's hand. A small white patch focusses the eye on the slogan, "The Brisk Tea".

In soup, the idea was to create a new, crisp, bright appearance. The background of the carton is a snowy white with a bulls-eye containing, in large letters, the kind of soup and its instructions for preparation. "Lipton" occupies the full width of the package across the top and the entire



Simplification is the keynote of Lipton's new tea package.

scheme, as a dealer aid, is repeated on the back of each package.

Each variety of soup has its own package color scheme for ease of shopping. The aluminum-foil soup packet itself is a design duplicate of the carton color scheme.

American Can breaks ground for new research laboratory

The American Can Co. has announced the breaking of ground on a 40-acre tract in Barrington, Ill., for the construction of its new research and development center.

The new scientific laboratory, through its improved and larger facilities, will make possible greater service to the container-using industries, and plans have been made for future expansion as the company's growth requires it, stated Dr. Roger H. Lueck, Canco's general manager in charge of research and development.

The present quarters at Maywood, Ill.—known throughout the industry as the "Maywood Laboratories"—jointly occupied with the technical service and quality control groups, leave no room for addition of new research facilities and staff, Dr. Lueck said.

Head of the new Barrington laboratory will be Dr. Robert Warren Pilcher, the can company's director of research.



Four individual cartons of tea are in this unit foil package designed and manufactured for the Mee Jun Mercantile Co., Chicago, by the American Coating Mills Division of the Robert Gair Co. This "Hostess Tea Party" package has a brilliant slanting sidewall gold foil tray printed in red and black. A unique plastofol lid fits down into the tray over the cartons, holding them in place. A chipboard sleeve protects the package during shipping.

Packettes

Continental Can announces changes in Shellmar-Betner Division operations

Important adjustments in the operation of the Continental Can Co.'s Shellmar-Betner Flexible Packaging Division plants in Paris, Texas; Zanesville, Ohio; and South Gate, Calif., and the sales office in San Antonio, have been announced by Benjamin C. Betner, Jr., vice president.

Two plant moves are contemplated by Shellmar-Betner in the near future. Equipment at the present Zanesville plant will be moved to a newly-acquired building in Newark, Ohio, to facilitate the expansion of the polyethylene program. Plans also call for the closing of Shellmar-Betner's Paris plant and consolidation of present operations with the Beaumont, Texas, plant.

An expansion of Shellmar-Betner plant facilities in South Gate, Calif., has just been completed, and will permit consolidation of the Los Angeles and South Gate plants under one roof. In addition to the increased area, new machinery and equipment is also being installed.

The Shellmar-Betner southeastern district sales office has been moved from San Antonio to Dallas. Continental feels this more central location will mean better and faster service to customers in the six-state sales area of Texas, Oklahoma, Arkansas, Louisiana, Mississippi and the western part of Tennessee.

Better coffee packing idea wins award

An idea for producing higher speed and more economy in the carton-packing of coffee and beer cans won generous cash payments and special awards for two employees of Continental Can Co.'s Paterson, N. J., plant.

Co-winners Richard Payne, assistant machine shop foreman, and Dominick Dell Osso, tool and die maker, were

awarded \$3,800 and were also presented with the president's annual award of \$500 for the outstanding suggestion of 1953 under the company's idea plan for employees.

The award was made by Continental's president, Hans A. Eggerss, at a ceremony in the New York offices.

The prize winning suggestion centered around eliminating some 200 moving parts in can-packing machinery, to simplify and speed up the operation of preparing empty metal containers for shipment.

Mr. Payne has been with Continental for 15 years, Mr. Dell Osso for six.

Hitt named sales manager for Rossotti

Peter C. Hitt has been elected vice president and general sales manager of the Rossotti Lithograph Corp., packaging consultants and manufacturers, North Bergen, N. J.

Until recently Mr. Hitt was a director of the Whiteford Paper Co., Inc., and executive vice president of their subsidiary, Papers-In-Motion.

In the latter capacity Mr. Hitt made notable sales records while developing and introducing new packaging ensembles to enhance the prestige of leading department stores.

Maxwell House sets up southern region office

Completion of plans for a new southern region sales organization has been announced by Paul McGowan, national sales manager for Maxwell House Coffees. The move comes as part of a recent realignment of the General Foods Sales Division, which provides for a separate and completely integrated sales department within General Foods' Maxwell House Division.

Clark V. Kizzia, whose appointment was announced some months ago, is sales manager for the new southern region. The region accounting office in Dallas will be under the direction of R. J. Steets.

Three principal sales offices are serving the region. Located at the Dallas office is G. V. (Gerry) Hutchinson, sales manager for the sales district which includes Oklahoma, most of Texas, and three countries in Arkansas. George Stoltz is administrative assistant to Mr. Hutchinson.

C. P. (Nick) Nicholson is sales manager in Memphis. His administrative assistant is L. D. (Al) Jennings. This office will serve the trade in most of Tennessee, Arkansas, Louisiana and Alabama.

J. C. (Jim) Temple is sales manager in Atlanta, with L. S. (Lou) Davis as administrative assistant. The office will cover Georgia, Florida, North Carolina, South Carolina, and parts of Alabama and Tennessee.

"Let's get more coffee!"

(Continued from page 20)

States is an unlimited market for coffee, both because of rising population and the favorable opportunities to increase the existing per-capita figures.

We all know how wasteful and inefficient is the creation of a consumer demand for a product that cannot be supplied in the quantities required. Let's use some American ingenuity to sell foreign countries on the proposition of producing more and better coffee.

We can then devote more time, effort and energy to our principal function—the manufacture, distribution and sale of good coffee.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

pepper

cultivation and marketing of the world's leading spice

By E. BROWN and Miss D. E. READER, Colonial Products Advisory Bureau (Plant and Animal)
London

This summary of the cultivation and marketing of pepper, from Colonial Plant and Animal Products, provides a succinct but comprehensive reference on the subject.

Part 3

Harvesting and Yield

Although the pepper plant may fruit earlier, most growers recommend the removal of all flower spikes to prevent the vines bearing a crop before the third year. The plants may bear a commercial crop in their third or fourth year, and are considered to be in full bearing from about seven to ten years. After this their productivity begins to decline.

The life of the vine varies according to the soil condition and the attention they receive as regards manuring, etc., but most authors consider it to be from 12 to 20 years. However, according to Ridley, vines have been economically productive for as long as 25 to 30 years.

In Malaya and India, there are usually two crops per annum, although fruiting often continues to a limited extent throughout the whole year. In Malaya the two crops are usually in August-September and March-April. In India the principal crop is in December. According to Dutch literature, in Indonesia there is one principal harvest in the year, the time of which varies according to weather conditions. This harvest is followed a few months later by a much smaller crop yielding smaller fruits of lower quality.

The pepper fruits are borne on spikes and are at first green; they then become yellowish and finally, when ripe, bright red. Many growers pick the berries as they begin to turn red, gathering the whole spike off the vine. The Chinese, however, recommend that fruit for black pepper should be picked when the green berries begin to turn yellow, and for white pepper the berries should not be picked until they are completely ripe, i.e., bright red; otherwise the husk is very difficult to remove and the grains shrivel on drying.

If picking is delayed, the ripe berries fall off and are lost, and the Chinese have found it necessary for white pepper production to harvest the berries at three-weekly intervals throughout the four months' season.

The yield from pepper vines is generally stated as being

in the region of one pound of dry pepper for the first year of cropping, rising to three or four pounds per vine by about the seventh year. Heavier yields have been reported in Indonesia, where yields as high as 20 pounds of dry pepper per vine have been known.

Preparation

Black pepper consists of the whole dried berries, and white pepper consists of fully ripe decorticated fruit. In the past, white pepper was mainly prepared by the Chinese, although some planters produced both kinds according to circumstances, chiefly price and local conditions. For instance, in Indonesia, Sumatra specialized in the production of black pepper and Bangka in white.

The yield from 100 pounds of berries of black pepper is of the order of 36 pounds, while that of white pepper only 24 pounds. Therefore, the current market price for the white commodity must be one and a half times greater than that for the black if production is to be worthwhile.

Black pepper is produced simply by drying the clusters of berries. Usually after picking the clusters are piled into heaps and left in the sun for several days, when fermentation sets in and the berries turn black. Sometimes the berries are first plunged into boiling water for ten minutes before drying. Boiling results in the skin turning black rapidly and accelerates the drying process. It is also reported to improve the quality of the pepper. After either process the bunches of berries are separated and left to dry thoroughly in the sun.

Artificial drying appears to be rather the exception, unless weather conditions are extremely unfavorable. When dried, the berries are detached from the spikes by beating with sticks or rubbing off by hand. Finally, the black dried berries are passed through a wide-mesh sieve to free them from impurities, and are then packed into bags for shipment.

White pepper is usually prepared by putting the ripe fruit into bags and placing these in running water for one or two weeks. This treatment softens the skins, which are then easily removed by hand or by treading on the berries with the feet. After the skins have been removed, the smooth white kernels are carefully washed and then dried as quickly as possible by spreading them out on mats in the sun. Sometimes artificial dryers are used, and in Java small smoke

houses, built from palm trees, are used. Very damp wood is burned in these houses, producing a thick smoke which is led through a pipe and released under the floor on which the berries are spread out to dry. When dried by this method, the finished product often has a heavy smoky odor.

Pepper is highly susceptible to mold, and rapid drying is therefore essential to produce a first-class commercial product. Should the drying have to be delayed, it is recommended that the decorticated berries be kept under water to prevent discoloration developing.

Whether dried by sun or artificial heat, the berries must be raked over frequently to prevent mildew developing. When drying is considered complete, the peppercorns may be tested by being bitten. If they split in two they are not sufficiently dry, as when thoroughly dry they crumble easily into several small pieces. The dry peppercorns are then packed into bags ready for marketing.

White pepper may also be prepared by removing the outer skin from black peppercorns by mechanical means. This operation requires considerable skill and was usually done in the past by pepper grinders in the United Kingdom. The finest white pepper is considered by many people to be Java Muntok, grown and processed in Bangka, and shipped from Muntok. However, Sarawak white pepper also has a very good reputation amongst buyers. India produces chiefly black pepper, and the small-berried Alleppi pepper and Malabar pepper (Tellicherry) are both of commercial importance.

Marketing

Pepper is known in commerce in two forms—black and white. Both forms are marketed on a basis of geographical origin, i.e., according to the area of production or the port of shipment, as shown in the following list of commercial grades or varieties.

Black Pepper

Lampong: From the Lampong district of Sumatra and other parts of Indonesia.

Singapore: Before the war, this pepper was grown in Malaya, but now most Singapore pepper is produced in Sumatra.

Penang or Acheen: Produced in the Acheen district of Sumatra, and shipped from Penang.

Malabar, Mangalore, Tellicherry and Alleppy: Produced in Ceylon, although very little is exported.

Saigon: Produced in Viet-Nam, and shipped from the port of Saigon.

Siam: From Thailand.

Madagascar: From Madagascar.

White Pepper

Muntok: Produced in Bangka, Indonesia, and exported from the port of Muntok.

Sarawak: Produced in the Colony.

Ceylon, Tellicherry, Singapore, Siam: Same as for the corresponding black peppers.

(To be continued)

Quality comparisons made

on Sarawak black pepper

Tests on Sarawak black pepper to establish quality comparisons with other grades of black pepper were recently conducted by the Research Committee of the American Spice Trade Association.

One point of difference considered significant from a quality point of view was the low figure obtained for non-volatile ether extract. The average value obtained for two samples in question was 6.2 per cent. This is below the value of 6.75 per cent listed in the old administrative standards of the Food & Drug Administration and currently appearing in various federal specifications.

The normal range of non-volatile ether extract for Lampong and Malabar Black Pepper is from 7 to 9 per cent.

The aroma or flavor of the Sarawak black pepper was judged to be different from either Malabar or Lampong, but it was not necessarily inferior. It is recognized that Lampong and Malabar black pepper differ between themselves.

Even though Sarawak black pepper is lower in extractive matter than the more common varieties of black pepper, one pound of it still contains sufficient extractive material to make more than one and a half pounds of soluble black pepper seasoning, according to standards set up by the Quartermaster Food and Container Institute.

India pepper exports 11,000 tons in 1953

Exports of black pepper from India in 1953 reached 11,000 tons, it is reported by Khalid Askry, COFFEE & TEA INDUSTRIES correspondent.

In 1952 these exports were a little more than 12,600 tons.

Although the quantity declined moderately, a sharper drop was experienced in terms of foreign exchange, as a result of relatively lower prices.

National Tea store piles up used coffee

cans in five-cent redemption offer

You might think used coffee cans—complete with cover, key and strip—are scarce. They're not.

The National Tea Co. store in Green Bay, Wis., offered to redeem all such cans at five cents each.

According to the store manager, people have been walking in with coffee cans by the hundreds. All brands are accepted.

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FEMA's 45th convention to discuss vanilla, essential oils, food chemicals, sales trends

The 45th annual convention of the Flavoring Extract Manufacturers' Association of the United States will be held at the Hotel Biltmore, New York City, May 16th-19th.

This convenient location which will enable attending members to combine the important business sessions of the association with visits to nearby points of interest and with entertainment.

Robert Krone, chairman of the convention committee, has announced that an excellent and well diversified program of speakers has been arranged.

"Not one of the key speakers should be missed," he declared. "Their topics will be timely and of vital interest to all members of the association."

Such subjects as chemicals in food, vanilla beans, business trends, essential oils and others will be thoroughly discussed. Panel type programs have been arranged, so members may ask questions freely of the speakers.

Speakers will include Louis Bohmrich, of the United Nations; Miss Bernice Connor, director of editorial liaison, Ladies' Home Journal; Fred Bell, executive vice president, National Automobile Dealers Association; Robert C. Hibben, executive secretary, International Association of Ice Cream Manufacturers; Dr. John L. Barnhart, technical director, Dairy Industries Supply Association; Dr. G. G. King, scientific director, Nutrition Foundation; Dr. S.

Sherwood, Sterwin Chemical Co.; Mr. G. J. Williams, Dow Chemical Co.; Dr. Bernard L. Oser, Food Research Laboratories.

In addition, there will also be addresses by members of the Vanilla Bean Association, the Essential Oil Association and a report by Harold Janovsky, chairman of the association's Scientific Committee. This report, in view of recent actions by the Food and Drug Administration concerning coumarin, will be vital to everyone engaged in the manufacture of flavors or food products.

Apart from the business sessions, the program will be a rounded one.

Sunday afternoon, May 16th, there will be a Hospitality Party, where everyone will have an opportunity to renew old friendships and cultivate new ones.

Monday, following the streamlined business session, the convention luncheon and golf tournament will take place at the beautiful Baltusrol Golf Club, Springfield, N. J., and a trip through the United Nations' buildings will be arranged for ladies and non-golfers. This will be followed by dinner and an evening of entertainment at the Latin Quarter.

Tuesday, the morning session will be followed by an association luncheon, and the afternoon session by the President's Reception in the Fountain Room. Then the

(Continued on page 71)

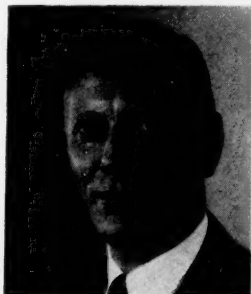
expect record attendance at flavor meetings

By DON C. JENKS, First Vice President
Flavoring Extract Manufacturers' Association

The 45th annual convention of the Flavoring Extract Manufacturers' Association will convene on the morning of Monday, May 17th, 1954, at the Biltmore Hotel in New York City.

Two and a half busy days are planned, during which time numerous nationally recognized experts will address the membership on subjects of timely interest to the industry. As a new feature of the convention, one or two of the more controversial topics will be exploited through the medium of panel discussions, thus giving those in attendance the benefit of the opinions of several men, each well qualified in his field.

Although the convention is primarily planned for the serious dissemination and interchange of technical information, it will be interspersed with just enough social

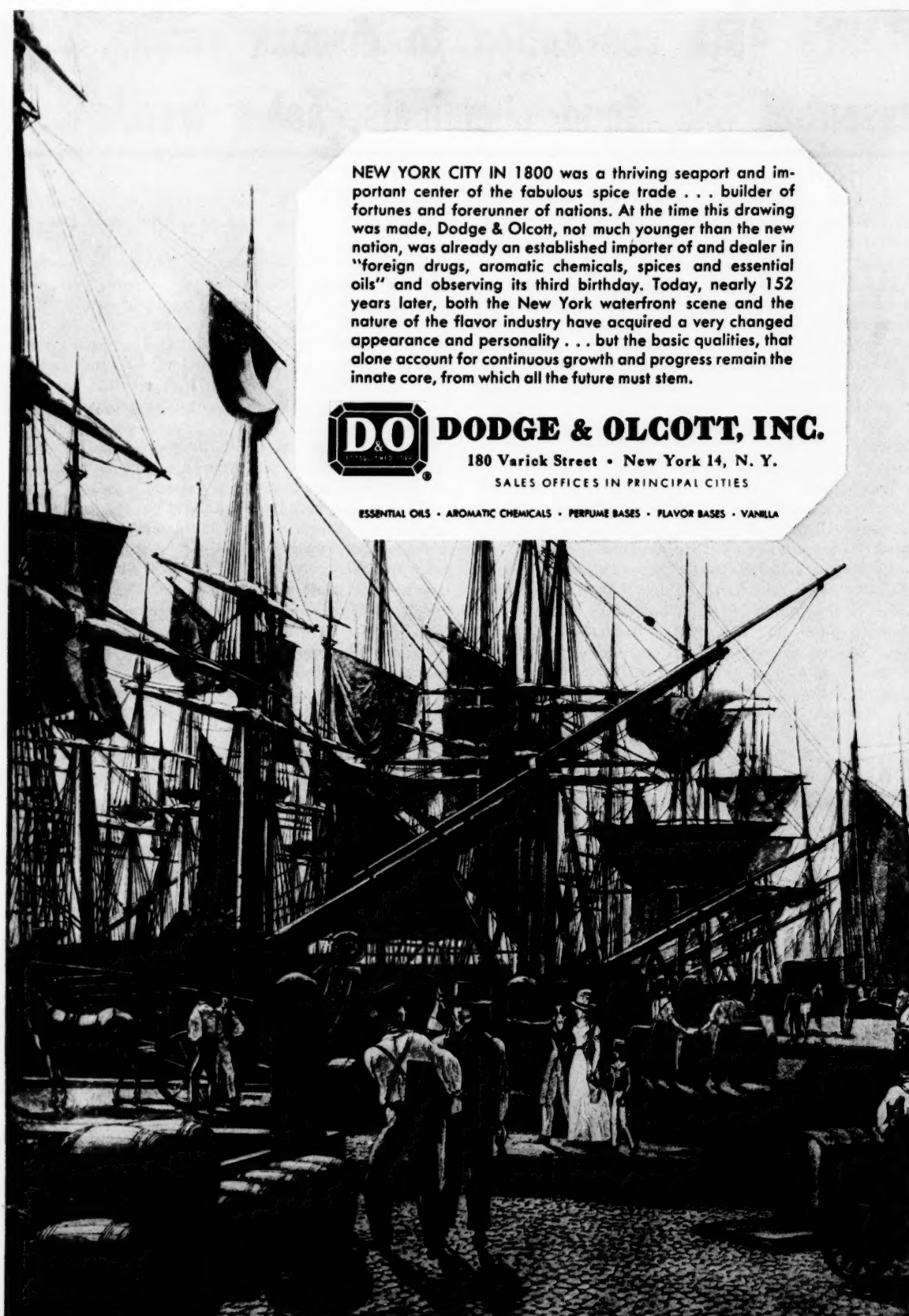


activity to make the meeting highly enjoyable, as well as educational. Particular emphasis is being placed on entertainment for the ladies. This will include card parties, golf, a tour through the United Nations building, and other points of interest. The social program will reach a climax on Tuesday evening when the annual dinner dance will be held in the Biltmore.

FEMA held its first convention in 1910. Since that time the association has been extremely active in the promotion and protection of the business interests of the flavoring industry. It has fostered good will among its members and has assisted in the enactment and enforcement of legislation which deals justly with the rights of flavoring extract manufacturers and consumers.

Through the years the association has participated in hearings during the preparation of and amendments to the Federal Food and Drug Acts. It has obtained recognition of the use of extracts and flavors in food products and has encouraged reasonable regulations regarding them. It has been successful in promoting uniformity between federal laws and state laws which govern the manufacture, labelling and use of extracts and flavors in various food products.

(Continued on page 82)



NEW YORK CITY IN 1800 was a thriving seaport and important center of the fabulous spice trade . . . builder of fortunes and forerunner of nations. At the time this drawing was made, Dodge & Olcott, not much younger than the new nation, was already an established importer of and dealer in "foreign drugs, aromatic chemicals, spices and essential oils" and observing its third birthday. Today, nearly 152 years later, both the New York waterfront scene and the nature of the flavor industry have acquired a very changed appearance and personality . . . but the basic qualities, that alone account for continuous growth and progress remain the innate core, from which all the future must stem.



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the flavor industry meets the challenge

By WILLIAM H. HOTTINGER, Jr., President
Flavor Extract Manufacturers' Association

The flavor industry has become a scientific and highly technical field. Our management today must be guided more and more by science and research every step of the way. Collectively, the members of the Flavoring Extract Manufacturers' Association have many hundreds of graduate chemists, scientists, bacteriologists and other highly trained technicians, including home economists in some cases, in their various firms. Many are recognized by their fellows as outstanding in their particular fields.

To meet the challenge of selling more products at reasonable prices, the flavor industry has to rely on a continued expansion of research to create new uses and more economical prices for old flavoring products; to create new products, so that as time goes on food and beverages will be more and more likable and acceptable to the average person; and to cater to all tastes, both young and old, in the various sections of the country, in supplying wholesome flavors for foods and beverages.

Naturally the industry does everything possible to see that only wholesome products are manufactured and sold for eventual human consumption.

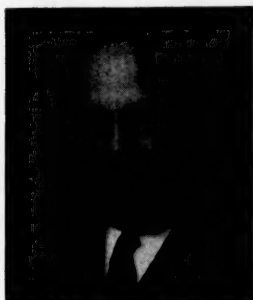
The flavoring industry and the food industry in cooperation with various government agencies which examine food ingredients carefully have made the food in the United States the safest in the world, and in addition have helped the United States to become the best fed country.

We all realize that in a country as large as the United States, there is such a thing as sectionalism in taste. In one section of the country, certain flavors will predominate because people of that area like them, whether through differences in climate, environment, customs over the years, or place of origin—white in other sections, the preferences may vary greatly.

However, certain basic flavors seem to have stability of use over the years almost across the country. For instance, almost everyone likes vanilla.

By making more and better flavors from time to time, the flavor industry helps the manufacturer of food and beverage products dispose of items for which he might not otherwise find a profitable sale, because of lack of sufficient desire on the part of the consuming public to create an economically sizable demand.

The flavor industry caters directly to the ice cream maker, baker, candy maker, and other makers of foods and beverages—and, indirectly, also helps the farmer dispose of his products by helping the manufacturer using farm items produce acceptable flavoring in food and beverage products.



Product research alone will not suffice, not even with a good production job. There must also be an equally good selling and distributing job. No food or beverage, no matter how fine it may be from a nutrition standpoint, will sell or be used extensively by humans unless it has taste appeal along with eye appeal and aroma appeal. If it doesn't, people just won't continue to buy it.

As a result of improvements in flavors in the past 25 years, the American public has come to a more and more rounded-out diet by reason of the fact that food and beverage manufacturers are constantly striving to produce flavors that will have a wider appeal for both young and old, and a larger variety of foods and beverages are made likeable and pleasant to the majority of the people.

During the past decade, flavor manufacturers have come a long way in doing an outstanding job of improving their flavors and in keeping the cost relatively low, by installing new and more efficient machinery and by adapting themselves to new methods. Just think how sanitary regulations and conditions have improved, as we know them, in the last few years.

The Flavoring Extract Manufacturers' Association has been outstanding in:

1. Bringing together a large segment of the flavor industry.
2. Cultivating good public relations, and doing it with other associations on allied problems.
3. Maintaining good governmental relations—they are firmly established now—and maintaining them in the future with the various governments that have to do with control and manufacturing of foods and beverages for humans.
4. Observing pertinent legislative proposals, both Federal and State, and collecting, analyzing and reporting on them to members regularly.

All this has been acted on with a view to making certain that nothing that has been done will jeopardize the association or individual members. At the same time, there has been no opposing of laws and regulations that are for the best interests of public health, and we have continued research and cooperation to have sensible controls.

There are extremists in all organizations, but we have endeavored to follow a middle course, and have tried not to let any member think that his viewpoints or his requests have not been carefully considered, or that his talents or suggestions have not been wanted.

Membership in the Association embraces flavor industry firms of all sizes—large, small and middle-sized—engaged in making flavors not only for manufacturers of foods and beverages, but also in bottles for household use.

The Flavoring Extract Manufacturers' Association has been fortunate in having on its committees men who enjoy the respect and confidence of their fellow members, and who act for the best interest of the industry as a whole. Such thinking has paid off. That is why the Flavoring

(Continued on page 78)

FLAVOR and COLOR



ZIMCO Lignin VANILLIN • PARAKEET CERTIFIED FOOD COLORS

Sterwin's Zimco brand, produced continuously since 1937 is the *original pure lignin vanillin*. Its present high quality was achieved as a result of continuous research and development in our own laboratories.

Today Sterwin's Zimco vanillin is recognized by the entire Food Industry as *the* top quality product. There is no finer vanillin. Ask the man who uses it.

Are Dependable Colors prepared for discriminating buyers. Produced by leaders in the color field for the past 25 years.

- Unlimited Production Facilities
- Complete technical service
- Accurate Blendings
- National Distribution

Parakeet Colors help to stimulate sales.

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WORLD'S LARGEST VANILLIN MANUFACTURER

flavor transportation

By DR. A. S. WENDT, Chairman
Transportation Committee
Flavoring Extract Manufacturers Association

Your Transportation Committee offers the following report and trusts that it will be of interest to FEMA members. The cases listed below are significant.

1. The Interstate Commerce Commission decision in the small shipments case. This is a case where, as a result of the commissioner's investigation, the examiner proposed the assessing of a charge of 35 cents per package on packages weighing less than 15 pounds. This would have materially affected a number of commodities, as this rate would have applied against all LCL shipments, regardless of their weight. In the case of large shipments consisting of small packages, it would have resulted in prohibitive costs.



The Transportation Committee filed a brief of exceptions to the examiner's report in this case, and we now have an order from the Interstate Commerce Commission which supports our position in the matter and orders the investigation discontinued.

2. The proposed report in the Central Territory Motor Carriers Surcharge case. The motor carriers proposed to assess a surcharge of \$1.50 on all small shipments. On shippers' petition, the matter was suspended and went to hearing. The examiner recommended the cancellation of the \$1.50 surcharge and proposed the establishment of a sliding scale of pick-up and delivery charges based on weight of shipments. Shipments weighing 100 pounds and less would be assessed \$1.00 for pick-up and delivery, and those weighing 9,000 pounds and over, but less than truckload, would have to pay \$5.20.

3. New York State Bill S.INT.601:

At the present time motor trucks weighing in excess of 18,000 pounds, operated over the highways of New York State, are subject to a weight mileage tax. Empty trucks are taxed on the weight of the trucks without consideration of load, but if one package or article of any character is left or loaded upon the truck, the truck will be considered completely loaded and so taxed.

It is recommended that legislation amend this portion of the tax law to provide a tax on a vehicle without load, other than empty re-usable containers, which when full were part of the original load. I feel that this legislation should be supported by members because it is no more than fair that these empty units should be returned without increasing the tax.

Further information which may be of interest follows:

1. Packaging of export freight: Tariffs now published.

2. Cancellation of exception ratings: Hearings April 14th, 1954.

3. Proposed Federal Legislation:

H. R. 8029: Amends Section 22. Removes United States, state and municipal shipments from reduced rate provisions.

H. R. 7816: Repeals authority of Postmaster General to fix parcel post rates and regulations with the consent of the Interstate Commerce Commission.

S. 2629: Regulates the granting of free or reduced transportation by water carrier in domestic or foreign commerce.

H. R. 7778: Requires the Postmaster General to re-establish a full delivery schedule.

H. R. 7105: Modifies Part II of the act to require motor trucks to establish through routes and joint rates, charges and classifications with other motor carriers, and permits such arrangements with railroads, express and water carriers. We feel this should be approved.

Some of our members may not be aware of the savings that may be effected by the use of organizations such as the Ohio Package Service Co. Rates on parcel post, rail and truck have been increased several times. For example, a 20 pound package from New York to Cleveland would have the following rates:

Parcel post, \$1.56; express, \$2.63; freight, \$2.87; Ohio Package Service, \$1.27.

There are several other similar companies that specialize in small shipments, and similar savings may be had in other areas.

The outlook for future is not very clear, nor too bright. Strikes and the chaotic conditions on the waterfronts may boost tariffs for shipments by boat, which cannot help but affect the general rate structure.

FEMA's 45th convention

(Continued from page 67)

dinner-dance will get underway in the spacious Grand Ballroom. Golf prizes will be awarded during the evening.

Wednesday, the Chemists' Breakfast will be the first order of business. At this time there will be an informal discussion of various technical aspects of the extract business, with special emphasis on the FEMA research program. This will be followed by the final general session of the association.

All business sessions will be held in the air-conditioned Music Room of the Biltmore Hotel. Ladies are cordially invited to attend all sessions, Mr. Krone said, and also to compete in the golf tournament.

Members of the convention committee, in addition to Mr. Krone, include Chris Christensen, Chas. Pfizer & Co., Inc., entertainment; F. J. Lueders, George Lueders & Co., golf; Charles P. McCormick, McCormick & Co., program; and R. W. Symmes, Baker Extract Co., registration.

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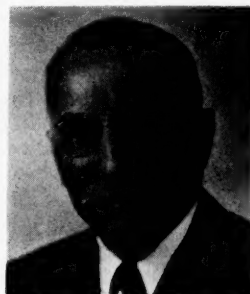
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trends in certified food colors

By LOUIS J. WOOLF, President
H. Kohnstamm & Co., Inc.

As processors and manufacturers of food products, we are all familiar with the Food, Drug and Cosmetic Act of 1938. Under this act, a system for the certification of coal-tar colors was set up. It provides for three separate lists of colors, only one of which, the FD&C list (colors for use in foods, drugs and cosmetics), can be used in foods. The other two lists are the D&C (drug and cosmetic) and the Ext. D & C (externally applied drug and cosmetics), which may not be used in products to be consumed as foods.



The use of coloring matter was recognized by Congress as a problem which might affect the health of the nation, and as this use became more and more widespread, government authorities, in order to protect the public health, passed a series of Food and Drug Acts. The use of coal-tar colors in food products in the United States was first legalized by an Act of Congress in August, 1886, and the law now in force is the Act of 1938, mentioned above.

Under the Food and Drug Act of 1906, seven colors were chosen as harmless, based on an exhaustive and detailed search of the literature and chemical and physiological tests run in independent and government laboratories. These colors were Orange I, Indigotine, Naphthol Yellow, Ponceau 3R, Amaranth, Erythrosine and Light Green SF Yellowish.

During the years 1906-1937, eight other dyes were added to the list after appropriate pharmacological and toxicological tests had proven them harmless. The additional colors, and their dates of admission, were:—

Tartrazine—1916.....Water Soluble Yellow
Yellow AB—1918.....Oil Soluble Yellow
Yellow OB—1918.....Oil Soluble Yellow
Guinea Green B—1902.....Water Soluble Green
Fast Green FCF—1927.....Water Soluble Green
Ponceau SX—1929.....Water Soluble Red
Sunset Yellow—1929.....Water Soluble Yellow

Brilliant Blue FCF was the last of the coal-tar colors added to the permitted list of food dyes until after the Food Drug & Cosmetic Act of 1938 went into effect.

In 1938, after conference with Food, Drug, Cosmetic and Coal-Tar manufacturers, Dr. Herbert Calvery of the Division of Pharmacology of the F.D.A., who had investigations of the existing 15 permitted food colors under way for over two years, recommended that the proposed regulations list the original 15 certified food colors as FD&C colors (colors for foods, drugs and cosmetics). In addition, provision was made for admitting new colors after similar investigations and hearings were held.

At the present time, there are 19 FD&C colors, the last

ones having been admitted in 1950. They are:

FD&C Orange #2.....Oil Orange SS
FD&C Red #32.....Oil Red XO
FD&C Yellow #2.....Naphthol Yellow S (KSalt)
FD&C Violet #1.....Wool Violet 5BN

The nomenclature FD&C was used in order to prevent any possible mistake or mix-up in the use of an uncertified coal-tar dye in place of a certified one. For example, Tartrazine, a water soluble yellow dye, is used quite extensively as a textile colorant. When highly purified, so that it meets FD&C specifications, it is known as FD&C Yellow #5, not as Tartrazine.

No other government has guarded with such care the colors that may be used in foods, drugs and cosmetics. The manufacturer must submit to the government samples from every batch to be analyzed for purity before certification, and the official lot-test number must then accompany the colors through all subsequent packagings.

The manufacture of these colors of certifiable purity is a highly specialized branch of the dyestuff industry, because extraordinary precautions and controls are necessary to eliminate or exclude objectionable side reaction products and metallic impurities. For example, the maximum amounts of lead and arsenic permissible are 10 ppm and 1.4 ppm respectively. The water, acids, alkalis, solvents and intermediates used must all be the purest obtainable.

Producers and sellers of color cannot open a package of color that has been certified, and do anything at all with it, without losing the right to call it "certified". Certification is safeguarded by the government to such an extent that as soon as any container of dye is opened, it is no longer considered to be "certified". If it is mixed with other certified colors in order to produce a desired shade, the mixture must be re-certified. If a large package is broken and, without mixing or adulteration, is repacked in smaller containers, even the repack must be submitted for re-certification.

In recent months there has come up for consideration the question of the revision of coal-tar color regulations as a result of pharmacological studies which show that certain of the colors on the present list of FD&C colors are capable of producing harmful effects when fed to experimental animals at a level many times in excess of the amounts normally used in foods. Recent and even more extended investigations along this line, involving larger dosage levels and longer term feeding experiments, indicated that three of the 19 colors; i.e., the water soluble FD&C Orange #1 and the two oil solubles, FD&C Red #32 and FD&C Orange #2, might not be considered certifiable as "harmless" under any and all conditions of use. There is no knowledge of any harm that has ever resulted from their proper use, nor can it be said definitely that any injury would result from the continued proper use. Nevertheless, the FDA position is that as long as under Section 406B

(Continued on page 81)

flavor developments on the West Coast

By DR. ALEXANDER KATZ, President
F. Ritter & Co.

With the forthcoming Flavoring Extract Manufacturer's Association convention in New York City May 16th-May 19th, and the Institute of Food Technologists convention in Los Angeles June 27th-July 1st, it is timely to give information about the development of flavoring and allied products on the Pacific Coast during the last few years.

The production of essential oils, fruit juices, fruit concentrates, distillates and essences on the Pacific Coast (California, Oregon and Washington), have become important world factors, along with production of essential aromatics, for the development of better-tasting products.

California, in producing canned orange and lemon juices, which are marketed through chain stores and supermarkets, has gained a nationwide reputation. The production of orange oil has somewhat decreased in California in favor of Florida. However, quality-wise it is much better than orange oil derived from Florida orange peel. This is reflected in price, California oil being always higher priced, and we well know that if a premium is being paid for essential oil, the quality must be superior.

The production of grapefruit juice, which is being canned, and concentrates for use in beverages, also the production of fine quality grapefruit oil, has been noticed in recent years.

Other materials of importance developed in California are oleoresins, such as pakrika, red pepper, etc., which are made from materials cultivated and processed in central and southern California. Dill weed and peppermint oils are cultivated and produced in Oregon and Washington, and have gained considerable reputation as to quality of distilled oil.

Of particular interest and importance is the development of flavor recovery from concentrated fruit juices during the process of concentration. The so-called essences or volatile esters are recovered and then returned to the concentrated juice. These essences are also supplied separately for use as a flavoring. At Ritter & Co.'s plant in Los Angeles is a complete recovery unit which is working very satisfactorily. It is being heated by a heat exchanger, thereby insuring no injury to the flavor or color of the condensed fruit juice remaining in the still.

The concentration of citrus fruit oils is being conducted in Los Angeles on a commercial scale. Also, terpeneless oils are produced in Los Angeles. Essential aromatics used in the flavoring industry, such as full range of aliphatic and aromatic aldehydes and many important esters, ketones, etc., are being produced on a commercial scale.



The newest development in this particular line, in which great interest has been manifested, is alpha furyl mercaptan, known as coffee mercaptan. This is of particular interest at a time when coffee is so expensive. Alpha furyl mercaptan is a good addition to natural coffee flavoring, intensifying the taste and aroma of coffee, making it possible to use the product in candy, beverages and as a flavoring constituent in coffee extract.

It is expected that the June meeting of the Institute of Food technologists will have a heavy attendance of several thousand members to hear the many technical papers and to see the exhibits at the Biltmore Hotel, as well as to take the plant tours, which will include, on June 29th, the Exchange Orange and Lemon Products Divisions, and the U. S. Department of Agriculture Laboratory in Pasadena; and on July 1st, F. Ritter & Co., Los Angeles.

It is expected that many food technologists connected with the flavoring extract industry will be attending both conventions. It is important for the flavoring extract manufacturers to visit the I.F.T. convention, as food technologists are their present or potential customers. Many new developments in the food and flavoring field will be exhibited.

Among newly concentrated flavoring materials, pure cabbage juice concentrate won acclaim recently. Stanford School of Medicine scientists claim that results on 100 ulcer patients show that pain usually vanishes within five days and ulcer craters, in most cases, healed in an average of 13.4 days. They also claim that nearly four times as long has been required with standard therapy and bland diet and drugs. F. Ritter & Co. has produced concentrated cabbage juice on a large scale. This is marketed through the Daisy Fresh Products Co., Los Angeles. The juice can be sampled by the visiting food technologists at the time of the plant tour.

Besides producing essential oils and essential aromatics, there are a large number of food processors and flavoring extract manufacturers of importance on the Pacific Coast. From Seattle, the northern metropolis of the Pacific Coast, to San Diego, the southernmost city in California, there are bakery suppliers, most of them manufacturing flavoring extracts for bakers and confectionery needs. Such firms as the Joe Lowe Corp., manufacturing their popsicle concentrates and bakers' supplies in Los Angeles; McCormick & Co., Baltimore, with two affiliated branch houses in San Francisco and Los Angeles supplying 11 western states. Other extract houses of importance in Los Angeles are Westco Products, Towne Talk Co., Farmer Bros., Mission Dry Corp., Nesbitt Fruit Products, General Foods and Kern Products. In San Francisco are the Berwick Extract Co., Stiefvaters', Eng-Skell Co. In San Jose is Edward F. Adams. There are many others too numerous to mention.

Many preserve, pickle and condiment manufacturers are located on the Pacific Coast.

During the last year, at the State College at Pullman,

(Continued on page 78)

vanilla beans and the flavor extract market

By JOSEPH R. MAXWELL, President
The Camax Co.

Mr. Maxwell is president of the Vanilla Bean Association of America, Inc.

Every market has its own peculiarities which must be taken into account when an analysis is made. The vanilla extract market is no exception, but is rather unique in that the metamorphosis of the many elements which contribute to its economic structure and influence its trends cannot be attributed to any one factor alone.

One of the basic factors would seem to be vanilla beans, yet this would not nearly start to explain the questions involved. This agricultural raw material is subject to all the vagaries of nature and of market trends of its own in the countries where produced. Actually, it does not have a real market on its own merits here, except when supplies reach low levels at source, and this usually lasts only a limited time. Higher prices soon induce more production, then the vanilla bean markets abroad begin to reflect again the conditions prevalent in our own vanilla extract market, which nearly always exerts on them a depressing influence.

Low prices and synthetics

Proof of this have been the low prices for vanilla beans largely resulting from extensive competition of synthetic vanillas. These low prices have caused more damage to bean production than anything else, and have prevented the development of a vanilla bean market as such.

Since vanilla beans are now in the spot light, and we all are concerned about the future supply situation, let us analyze in a general way the foreign markets, leaving readers to reach their own conclusions as to the effect these markets may have on our extract market. In a previous article I elaborated on import statistics, which seldom get much attention. Now it seems they have aroused a great deal of anxiety and speculation. They have even been taken by some as the pattern for the future price structure of the vanilla extract market, which in my humble opinion can be very wrong, because statistics only tell of the past.

If there ever could possibly be a ratio established between vanilla bean imports and vanilla extract prices, it would be very tricky to interpret. However, when things get a little more confusing than usual, it is sometimes helpful to review the past. If from statistics we can find out where we have been, this might give us a clue as to where we might go next, but not always for certain. Unfortunately, no one can well predict future conditions in the primary markets from the statistics at our disposal. Perhaps this is why manufacturers usually try to disregard conditions at source, which quite often are very disturbing when we have to face them.

I would like to offer some thoughts derived from "clues" which I think import records can give. These deductions are influenced by other factors, which will be pointed out as we go along.

Let me first suggest to the extract manufacturer who wants to do a little crystal gazing to first cast his eye a little more toward his inventory-sales ratios than toward import statistics. Even these ratios are tricky to interpret and cannot be depended on, for they can quickly reverse themselves. In fact, they often appear most favorable just before trouble strikes in the form of higher bean prices or lower extract quotations, or both at once, as we have seen in the recent past.

Import statistics and supplies

In the case of vanilla beans which are not produced in this country, import statistics for our purpose are nothing more than supply statistics, but they only tell part of the supply situation. Therefore they are of no great value as a barometer of the market trend. One can prove statistically, for example, that with an increase in supply, prices should fall, but this has not always been the case in vanilla beans.

Even if it were possible to arrive at some kind of estimate of bean supply quantities in relation to market needs over a long period, such calculations would have to take into account the velocity at which supplies were used, and also other elements which enter into the determination of price levels. There are no statistics actually showing consumption, or what would be even more interesting, vanilla extract production in relation to vanilla bean imports.

A growing business requires increasing supplies to facilitate its growth. As stated in my previous article, it is safe to assume that consumption of vanilla beans is up considerably, but again those gains can be lost in a short time if price is going to mean more than quality. Vanilla bean imports in prewar years averaged about 1,200,000 pounds per year, and jumped to 1,350,000 pounds during the postwar (1945-1949) period. This figure was then very representative of consumption, because both at the beginning and at the end of this period very few beans were left in the hands of importers and manufacturers. Since then we have been importing at the rate of 1,700,000 pounds per year. A remarkable jump in four years, but a figure that cannot be disputed although it has become controversial.

1,700,000 pound average

To importers, the 1,700,000 pound average indicates greater consumption, because in order to continue supplying demand additional supplies had to be imported. Supplies for the future are coming at an estimated rate of not less than 100,000 pounds per month for the first five months of 1954. Later imports will depend largely on availability of supplies and prices. Unsold inventories of importers are estimated to be at their lowest level since 1950—in fact, too low to cover normal demand this year.

To users of synthetic vanilla flavors the 1,700,000 pound

average may look like there is a surplus when judged by the increasing use of artificial substitutes. To vanilla bean users who let their inventories run low and are now faced with high costs in relation to a competitive vanilla extract market, these imports look like unduly high profits for importers or producers. Only those manufacturers who are over-extended consider themselves lucky to be holding low price beans, although they may continue selling at low prices because they are not too certain about the future market.

The next question, then, is about the valuation of vanilla bean imports, which some manufacturers are trying to correlate with current costs. Import statistics show that for the past four years the average "cost" of vanilla beans has been very low. Again I can only say that this clarifies where we have been, but not where we are going. The best these statistics disclose is the past price trend range, without giving an actual picture of vanilla bean costs to various manufacturers. It confirms the low condition of the market in these years and should verify one of the reasons for the very low prices reported for vanilla extracts, keynoting sales for 1954 consumption in spite of widely publicized much higher bean costs at source at the time such sales were made. The higher cost of beans today has no relationship to last year's imports. Most of the beans imported in 1953 started to move into manufacturers' warehouses eight to ten months ago, and substantial amounts will yet find their way there at low prices before spring is over.

Bean statistics and extract costs

It may be added here that vanilla bean imports and dollar values, as determined from custom's statistics, should not be expected to be in relation to extract costs. Often they have little relation to available supplies, and none to vanilla flavor production. Both imports and deliveries to manufacturers take place months after the original transaction is completed, longer in the case of the manufacturer. The "cost" of beans cannot be conclusive, because the declared valuation need not even be the first cost of the imports, since import duties are not figured in an *ad valorem* basis, and other factors contributing to the ultimate cost, such as import costs, spoilage, dealer's overhead, carrying charges, return on investment, etc., cannot possibly show in those values.

There is no such thing as a foolproof formula for the prediction of vanilla bean trends. Manufacturers must rely on their own judgment when making decisions. Yet this does not mean there is no longer any need for forecasters. On the contrary, they perform an important function. To ignore their guidance and help can easily prove very costly even to the buyer who is used to relying on his own judgment alone.

The rise in the price level underway for many months appears to be grinding to a halt, but there are no indications of easiness in the price structure here or abroad, at least for the foreseeable future.

The growing and curing of vanilla beans is typical of what is referred to as small business. About 90 per cent of the beans coming from Madagascar are produced by thousands of small landowners, who with their wives and families cultivate their own plantations and sell their own beans to exporters. Importers here can never make an even distribution of imports since this depends entirely

on the judgment of the manufacturers as to when, how much and at what prices to buy.

Although some people feel that the price of beans is too high, it is only fair to point out that it does not bring a daily return to those farmers or laborers in various parts of the industry equal to the average hourly wage of the American worker. Naturally any improvement in bean prices will mean an improved standard of living for all those engaged in the production of vanilla beans. The average hourly wage in the United States is \$1.78, while Mexican farmers only earn an average of ten cents, and Madagascar farmers earn less. Little can be done about reducing costs, because of the nature of the crop and how it must be cured. It is impossible to mechanize vanilla farms. Everything from planting on requires an enormous amount of work, and it must all be done by hand. The curing, to produce the most desirable results, must be long and tedious.

Spontaneous price rise

The vanilla growing countries do not fix the price. About 85 per cent of the crop is sold in the United States. Stable prices, which would provide an adequate return for the producer and a fair price for the manufacturer here, would be welcome. But if vanilla bean flavor has to compete with artificial "vanilla" flavors, there is very little chance to have a staple price for beans which will give an adequate return to the producer. Because of this, we cannot expect to see stabilized prices or adequate supplies available from year to year. Comparative price stability is the normal accomplishment of a sustained rate of business activity, but it does not follow that business can be sustained by holding prices stable.

The rise in bean prices since last year has been spontaneous. It was not plotted by the vanilla growers or by American importers—or, for that matter, by the long-suffering scapegoat, the "speculator." The supply deficiencies noted in each country have been described as serious, and to any vanilla bean importer any further explanation was superfluous. They felt certain that exportable supplies were much lower than past exports or anticipated consumption.

Spur to more production

Actually we cannot blame the growers or curers for getting a fairer price. When we are on the producing end of a world shortage, we like to take advantage of high prices, too. We should not begrudge the curers, who always assume great risks and now, having supplies, enjoy a temporary advantage. These supplies were gathered at prices higher than this market would pay at the time, and it is only human to expect a profit for them. This situation will bring about additional profits, providing a source of capital badly needed to expand vanilla production.

The recent rise to \$20.00 per kilo f.o.b. Madagascar was sharp. However, it might be well justified by the report of the Madagascar Export Association, indicating there will be no exportable supplies by 1955. Despite the steady price rise, importers and manufacturers have not hesitated to protect their own inventory positions.

The rise in vanilla seems high, even though only a very small portion of it has yet been passed on to the

manufacturer. If manufacturers hope to keep vanilla prices down, substituting synthetics for beans, this will in the long run work against the interest of manufacturers and consumers alike and can result in the end of vanilla bean production as an article of commerce.

Why should extract manufacturers try to go against the tide? Beans cannot be produced forever at the prices that the founders of this industry paid 50 or 60 years ago. The dollar has lost about 50 per cent of its buying power, and even in remote parts of the world living costs have gone up. What is not possible to explain is how, when the cost of beans goes up, the cost of "vanilla" extracts, ten folds and oleoresins fail to follow, and in many instances go lower in price.

The manufacturer may not like to pay the present price of beans, but he is going to have these prices for many months, probably a year and a half, until future crop prospects become apparent.

At the rate of demand, Mexico by the end of this year will be out of vanilla, maybe sooner. At the rate imports from Madagascar have been made this year, there will be no beans left there by August, and something similar can be said about the supplies in the other producing countries. However, we do not fear any shortages because of the surprising elasticity or versatility of the extract market in adjusting its requirements. But if imports in the past four years could be taken for basic figures, as would be the case in many other commodities, then we could very well say that a serious shortage is in sight.

The world crop outlook for 1955, as indicated by authoritative reports, adds up to 1,450,000 pounds, and is expected to come to market as follows:

Comores—190,000	January-February 1955
Reunions—90,000	March
Madagascar—400,000	March-April
South Americans—40,000	May-June
Javas—80,000	May-June
Mexico—300,000	June-July
Tahiti—350,000	September-October

However, we shall keep in mind that only about half of these beans are in the growing stage now, so these estimates are highly speculative.

The prospect, meanwhile, is that in the market place for green beans, prices will consolidate the recent gains. On the bearish side, we can hope for costs on an average somewhere between \$8.00 and \$8.50 per pound, landed New York. It is reasonable to expect some downward price adjustment, but there is a vast difference between moderate corrective declines and sharp downward price spirals, which are not in the picture today. Much will depend upon the peak of the range between now and harvest times.

Of course, if prices to manufacturers should go much beyond \$10.00, resistance can force curtailment of consumption. That, of itself, would help to restore the balance between supply and demand.

Difficult foreign exchange position

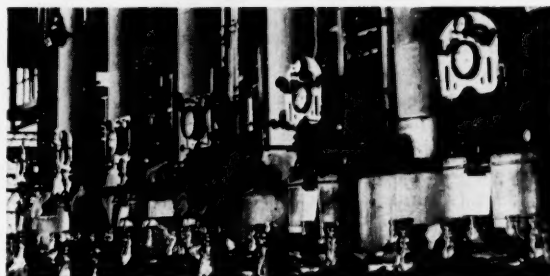
Even today, with coffee prices at the highest level they have ever reached, some producing countries are in a difficult foreign exchange position—not because they are not basically solvent, but because it takes time for investments to begin to produce income.

APRIL, 1954

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flavorama

By H. L. JANOVSKY, Technical Director
Scientific Research Committee
Flavor Extract Manufacturers' Association

Can you dream of existing in a world devoid of any flavor?
A world in which man exists on the intake of tasteless, odorless, concentrated proteins, carbohydrates, fats, minerals and vitamins necessary for their chemical value to sustain the chemistry of life?

Would this be a kind of world that would encourage and feed man's ambitions to soar towards a higher plane of civilization?

The origin of flavor is lost in the dimness of prehistoric time, yet its birth must have occurred when the first man accidentally burned a piece of meat, or found a luscious tropical fruit and noted the delectable aroma that was pleasant enough to tempt him to take his first taste, leading him to discover the sensation we now know as flavor.

Flavor is one of the treasures of man, a gift not to be devaluated by abuse or lack of regard. Even barbarians, worshipping their gods, offered as sacrifice foods flavored with spices and herbs, indicating their high esteem for flavored foods.

The first flavors used were of natural origin and abundant in a particular area, later leading to further exploration, questing for new taste sensations. History evolved itself from this constant search for the purpose of acquiring the elusive flavors from all points of the Orient.

Marco Polo brought spices and tales of wonderful Oriental flavors, inducing Columbus to discover America while seeking a route to the Oriental hoard of spices and flavorings. Cortez's conquest of Mexico brought to the Europeans more than gold and lands: he discovered the queen of flavors—vanilla.

The quest for more flavors continued until the 19th century, when chemists endeavoring to improve on nature started to exploit new found aromatic chemicals and natural isolates of essential oils, as possible adjuncts to improve and concentrate nature's flavorings.

The history of flavor is the romance of the history of the world.

Today, the flavor industry, a comparatively small industry, caters to the taste desires of mankind, constantly striving to achieve perfection.

Modern flavorings are not concocted from old recipes, or crude experiments by trial and error. Flavorings are formulated by experienced chemists, or flavorists, as they should be called, who specialize in the flavor art.

The creation and production of modern flavors is truly an art whose harmony is dependent on the skillful blending of natural ingredients and products of the research laboratories, by especially trained personnel, devoted to the production of quality flavors.

The flavor manufacturer is responsible for the trademark of good eating, the *flavor*, safeguarded in well equipped supervised laboratories, assuring security and confidence to the consumer.

The flavorist, aware of his developed art, continues to strive endlessly towards a higher plane of better living by constantly improving flavors to glorify our daily foods.

The impact of the importance of good flavor, can only be realized when you eat candy, ice cream or any other food . . . and try to imagine the food without flavor.

flavor developments on the West Coast

(Continued from page 74)

Washington, new procedures for evaluation of the thermal process for foods in cylindrical containers was developed. This procedure dealt with the evaluation of the capacity of the heat process to reduce the bacterial content in containers of food, taking into consideration that in cylindrical containers the heat treatment is distributed to all points throughout the container and gives to producers of fruit concentrates and essential oils the possibility of preserving and keeping the fruits and essential oils in a good sterile condition for a longer period of time.

Another item of importance developed and marketed is diamino benzidine hydrochloride, which is used widely in the determination of diacetyl in dairy products.

Dietetic low-caloric beverages are being produced on the Pacific Coast in large volume. Such products as No-Cal, Slim Beverage Co.'s Chic, Wilshire Club's new dietetic beverages, and many others of good quality and low caloric content are produced.

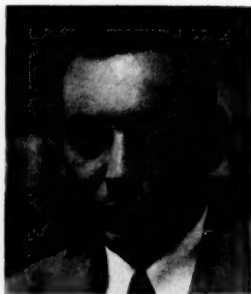
With the remarkable strides in the development of new flavorings and with the important work conducted by the scientific research committee of the Flavoring Extract Manufacturers' Association, particularly in establishing criteria of toxicity in many aromatics employed by the flavoring and food industry, it will be well worth visiting the forthcoming Flavoring Extract Manufacturers' Association and Institute of Food Technologists conventions.

the flavor industry meets the challenge

(Continued from page 69)

Extract Manufacturers' Association of the United States continues to grow and expand . . . because of the wonderful cooperation given by member firms who have loaned their executives and scientific men to work on committees without thought of recompense, for the good of the industry as a whole.

In cooperation there is strength, and much can be accomplished collectively by interchange of ideas, for more than if each flavor house acted alone. That is the reason for the continued success and progress of the Flavoring Extract Manufacturers' Association of the United States, which is going to hold its 45th annual meeting and convention at the Biltmore Hotel, New York City, May 16th to 19th.



basic reasons for the recent advance in the price of Mexican vanilla beans

By WILLIAM BOONE, Mexico Representative
Zink & Triest Co.

According to the most reliable estimates, the 1953-1954 crop of Mexican vanilla which is now being cured will be an unusually small crop, and the following crop is likely to be even smaller. The world is faced with short crops not only in Mexico, but in Madagascar and other producing countries as well. What is the story behind these short crops?

Since I reside in Mexico, I will confine my remarks to Mexico only, although, no doubt, similar situations exist in the other producing countries. For the Mexican vanilla industry, the years from 1949 to 1952 were disastrous. "One more year like 1952", said a Mexican vanilla curer recently, "would have finished us. The Indians stopped planting when the period of low prices set in. If 1953 had been as bad as 1952, they would have chopped existing plantations to make room for something else."

Fortunately for the Mexican vanilla industry, the brunt of the low prices during 1952 was borne by the curer-exporters. In the fall of that year, prices began to advance so that, when the Indians brought in their crop, they obtained a price which, while far from dazzling, at least encouraged them to hang on for another year.

Meanwhile, prices have been advancing steadily and seem headed for further climbs. Unfortunately for Mexico, the spring and summer of 1953 was practically void of rain on the upper Gulf Coast, and the vines were severely hit. This is the principal reason why the 1953-1954 crop will be such a short one. It takes time for the plantations to come back after such a setback.

"You can't win," said the same curer wryly. "From 1949 through 1952, we were all losing money selling vanilla at under cost on a tobogganing market. Not only in Mexico, but all over the world enough people have been shaken out of the business so that a real shortage has been built up. Suddenly the world wants vanilla, more than is being produced. I wonder if the manufacturers realize that it is going to take at least three years to replace the plantations that were abandoned in the 'big squeeze' of 1949 to 1952. My guess is that we will hear a lot of complaints about profiteering."

Vanilla is a processed agricultural crop. The growers rarely cure, and the curers never grow. Each group has its special problems, but the basic problem of each is to make

enough profit to be able to stay in business. The grower needs a fair price; the curer needs enough growers to furnish him with sufficient volume. Thus, the grower, the illiterate Totonaco Indian back in the hills, is the key to the situation. He knows nothing of world economic conditions, but when he finds that a kilo of green vanilla will buy less corn than it did in 1932, he suspects that the deck has been rigged against him.

He already has enough problems without bucking a mythical cartel, even though it only exists in his own mind. Vanilla is an orchid which even under the best of conditions does not produce heavy crops. Neither can it be sprayed, pruned, fertilized or cultivated with tractors. The grower is practically at the mercy of weather conditions throughout the year. About all he can do is pollinize heavily or lightly, according to his hunch about the weather for the coming year. However, if dry weather follows a heavy flower set, more of the beans will drop off than if he had pollinized lightly in the first place.

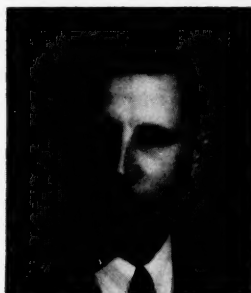
Sometimes the flower is so scanty that little pollinizing can be done. No reliable statistics exist but the average yield in Mexico for the past ten years probably has not been more than 3,000 beans per acre. That is admittedly low, but the past decade has been abnormally dry in Mexico, and all crops have suffered.

At prices paid during the four years of 1949-1952, the returns were most unattractive when compared to the other products of the region. The semi-arid and densely populated table land of Mexico is only a few hours trucking distance away from the lush Papantla lowlands, and is an insatiable market for all the bananas, pineapples, oranges, corn, beans and other crops produced in the lowlands. The result was that up to 1953, the more educated growers chopped out their vanilla plantations as they grew obsolescent and went into more profitable lines.

Vanilla, unlike coffee and orange plantations, which are good for a man's lifetime, must be renewed periodically. It takes a vanilla plantation three years to come into bearing, and after the seventh year the production drops rapidly. When prices are high, the growers will nurse their old plantations along, but with disaster prices, they chop them out prematurely and neglect to replant.

Only the more backward Indians, living far off the highways, have continued tending their plantings, but these Indians live on a subsistence basis. They grow their own food and rely on vanilla as a cash crop for the few manufactured articles they buy. When vanilla prices drop, instead of expanding their acreage, they simply tighten their belts.

Vanilla is a dangerous and bothersome crop to bring



to maturity. The actual growing is no problem; it is when the crop ripens that trouble comes. Due to its high unit price and the semi-wild way in which it grows, which furnishes excellent cover for thieves, stealing has always been a problem. In one night a thief can hardly make a day's wages stealing bananas or oranges, but in one night a thief can steal a sackful of green vanilla and make more than he can earn in a week or a month, depending on the current price.

When the vanilla begins to mature on the vines, the owner goes out to patrol the plants with his shotgun on his arm, aided by members of his family. Someone must be constantly on patrol for two months, being bitten by mosquitoes as well as running a real risk of being ambushed by others eager for his vanilla. It is a nerve-racking, annoying and time-consuming job, and unless there is a satisfactory return in sight, it is not worth the trouble.

Restricts plantings

For this very reason, the Indian is forced to restrict the size of his planting to an area which his family can patrol adequately. Likewise, in each little valley, when one grower picks, all pick because the man who has picked his crop now has time on his hands to be tempted by his neighbor's vanilla.

Picking season in the district is a time of tension, when strangers are regarded with deep mistrust, and people shoot first and investigate afterwards. Papanla has the highest murder rate in Mexico, and most of the killings arise out of vanilla feuds.

Under such circumstances, the Indian will plant vanilla when the price is right. He will not renew plantations when the price is low in anticipation of a future price increase. His mind does not work that way. Only after prices have risen will he start planting again. During the years from 1949 to 1953, practically no new plantations were started to replace the ones that each year had run out. That four-year gap has now come home to roost. It has only been during recent months that growers have been planting again.

The curer also has his problems. It takes great technical skill to cure vanilla properly. The present curers are second and third generation in the business. They love it, and they have stuck out many discouraging years. But the old curers are dying off, and sometimes their sons are not interested in keeping on with the business. No new names have come in and stayed in the past ten years.

There are too many other activities which require less capital, less risk and less experience. Two or three newcomers have attempted to break in, but after the first year they have retired to lick their wounds.

Due to the problem of thefts and the feuds that arise from them, the curers leave the growing exclusively to the Indians. They buy the green vanilla at the doors of their establishments and then use their technical skill in curing an acceptable product. The process is somewhat like growing grapes and making wine. Competition is great for the vanilla available, which insures the grower a fair price at the expense of the curer's profit. In times of scarcity the curers find themselves obliged to advance money to growers to carry them through the season. Getting the money back in the form of green vanilla is frequently a problem.

In addition to the curer's heavy investment in green vanilla, there is the six month curing process, all done by hand labor, which is both tedious and costly. The curer finds himself forced to invest heavily in the fall in an extremely speculative commodity, which he hopes to sell at a profit in the spring, but many surprising things can happen to vanilla prices between the harvest and the end of the curing season.

I know of no other business in which speculation is such a prerequisite. A manufacturer can buy from hand-to-mouth, or he can buy enough vanilla to cover his requirements for three months or six months, or if he cares to speculate heavily, he can cover his requirements for a year. A curer does not have this choice. When the crop starts to come in, the curer, if he expects to be in business the following year, must buy his green vanilla. Within a few months he is required to buy enough vanilla to cover his sales for most of the following year, and he must do this even though market conditions do not look favorable. He must buy for two reasons, namely, to have vanilla to sell and to get the money back which he has advanced to the growers.

"Wait for a buyer"

The curer can, of course, make future contracts and otherwise hedge, but this is only profitable to a limited extent. A big exporter once remarked, "Anything else can be unloaded at any time, but in vanilla you have to wait for a buyer." Getting out from under a sagging market is like buying insurance. When it is needed the most, it cannot be bought.

The curer-exporter, too, is entitled to make a living.



VANILLA BEANS
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Most curers claim that competition is so keen that there is little profit in buying and selling at the market. It is only by speculation that they can hope to come out ahead, stocking up when the price is firm in hopes of a rise, but vanilla prices can fall much faster than they can climb. No one in Mexico will question the statement that the postwar years up to 1952 saw a considerable shrinkage in capital. Most of the curers during that period saved themselves from ruin because of profits in other lines, such as cattle-raising, but as one of them stated, it is a sad thing when the business that you love and which absorbs three-quarters of your time reports you losses more frequently than profits.

Even as the grower is at the mercy of the weather, the curer is at the mercy of the state of mind of the grower. When the latter reduces his plantings, there may come a time when there is not sufficient volume to leave anybody a profit, much less justify the wear and tear on the curer's nervous system. Vanilla curers grow old before their time.

It requires the curer's entire attention to watch the market, keep track of his competitors, follow the American market, investigate the current activities of the growers who supply him, decide which of them need financing, and how much, arrange credits at the bank (at 12 to 14 per cent annually), deal with a horde of government inspectors, supervise the curing, set the prices to pay, and keep as many details as possible of his activities from the watchful eyes of his competitors. The business requires the personal attention of the curer to every detail during six months in the year, and a watchful eye during the other six. If volume is not there, the business can be very discouraging.

The present trend of prices has revived the industry and increased the capital of the curer-exporter. It has encouraged growers to tend their plantings and to increase them and it has thus encouraged the grower to stay in the business. This is particularly important to the key figure in the industry, the small grower who loves to plant vanilla but who will not do so unless it will pay its way.

This, after all, is true of all planters no matter what they are planting.

trends in certified food colors

(Continued from page 73)

of the Food and Drug Act FDA certification means "harmless and suitable" at any dosage level, they can no longer certify the above colors.

A hearing was held on January 19th, 1954, in Washington, to receive evidence to determine whether to amend the regulations for the certification of the above mentioned colors. As of this date, the secretary of the U. S. Department of Health, Education and Welfare has not handed down her decision on this matter.

In addition to the three colors mentioned above, FDA has stated that similar action may be taken on the two remaining oil soluble colors; i.e., FD&C Yellow #3 and FD&C Yellow #4. However, since the toxicological and pharmacological studies on these two colors have not been completed, action is being deferred until such time as the data is complete.

The coal-tar color industry and, in turn, the users of the above-mentioned certified colors, have been advised that in the event of a de-listing order, all stocks of the FD&C colors in question in the hands of manufacturers and food processors that have already been certified may be used in the customary food applications.

In view of these recent events, your certified color supplier has prepared substitutes for the water soluble FD&C Orange #1. These substitutes are blends of other FD&C colors, mixed in such proportions as to match FD&C Orange #1 over as wide a concentration range as possible. However, since FD&C Orange #1 is the strongest azo color, tinctorially speaking on the FD&C list, a larger amount of substitute color is required to give the same shade.

In flash-free type, too

These substitutes are also available as the flash-free type for use in puddings, dry drink-powders and gelatin desserts.

Unfortunately, there are no available substitutes for the oil soluble colors under question, at least in other oil soluble certified colors. However, the color scientists have developed new methods of application for the water soluble colors, to be used in edible fats. These water-in-oil dispersions of color in finished food products have proved satisfactory in many cases.

As for the development of new coal-tar colors to be submitted as new FD&C colors, these are long range projects and nothing new is anticipated for at least two years.

A recent trend in the use of certified colors is that of the flash-free basic colors for use in instant puddings, gelatin desserts and dry drink powders. These colors are so processed that they will give only a single color when they

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strike the solvent. With mechanical mixes not so processed, the components of the mix flash before the final shade is obtained.

With the instant pudding mixes, this is especially noticeable, and spots of blue, red, and yellow may sometimes be seen in the finished pudding when non-flash free colors have been employed. These flash-free colors are available in vanilla, butterscotch, grape, lime, raspberry and chocolate shades.

Generally speaking, the quality and cleanliness of the certified colors have been improved considerably in the past decade. Due to new and improved materials of construction, more accurate analytical chemical operations and syntheses, and new and improved activated carbons and better filter media, the colors are now being certified at dye contents far above the minimum amounts required by the specifications written for them, and with exceptional clarity and lack of taste and odor.

The present certified colors are available in almost any physical form: dry powders as "straights" or secondaries; semi-solids as paste colors or plastic cubes of predetermined weight; liquid colors either in a sterilized aqueous solution or in any other desired edible solvent.

Today your food color manufacturer has available certified colors suitable for practically every known usage, and also the laboratory service to enable the user to secure the best results.

expect record attendance

(Continued from page 67)

The Board of Governors of FEMA consists of executives who represent every phase of the industry. These men, assisted by several standing committees, meet periodically for the purpose of handling the affairs of the association and for the initiation of quick action as new problems arise. Through the concerted efforts of the Board of Governors and its many committees, along with the close cooperation of the membership, much has been accomplished.

Among the standing committees, the work of the Scientific Research Committee has been outstanding. This committee is composed of experienced chemists and scientists who work closely together on types of research which would be difficult to carry on individually. The degree of cooperation between these men has been remarkable, and the results have been of inestimable value to the entire industry. The present committee has been particularly active in keeping abreast of developments during the past year, and its report will create considerable interest at the convention.

During the past several months, the industry has been confronted with certain developments and trends to which considerable discussion time will be devoted during the

meetings. General interest in these matters is such that a record attendance is anticipated.

Registration will begin on Sunday, May 16th, and a suppliers' hospitality party will be held late that afternoon. General business sessions will begin promptly at 10:00 Monday morning, May 17th.

a glossary of tea terms

(Continued from page 56)

firing. This term is often coupled with blistering, although it is not uncommon to have one without the other.

CASE-HARDENING—Is the result of too high exhaust temperatures, when the outside casing of the stem or mid-rib becomes fully fired and prevents the core from losing its moisture.

It may be noticed by breaking a piece of the stem which, if case hardened, will show a whitish center. This is also known in the trade as "white ends".

Teas which have been case hardened seldom keep well.

CHARACTER—Undoubtedly a most desirable quality in the liquor of a tea, which also permits the recognition of its country of origin and of a particular district within that country.

CHESTY—An unmistakable smell on the dry leaf and taste in cup caused by immature or inferior chest panels.

CHOPPY—This term is applied to leaf chopped in a breaker, mill or cutter rather than roller. It is also used to describe the leaf appearance of a broken pekoe which has been made by cutting pekoe or orange pekoe, and may also apply to a grade containing a large amount of chopped-up pieces of stem or mid-rib.

CHUNKY—Usually applied to broken grades which are large in size. Is a desirable feature when applied to tippy Assams.

CLEAN—Denotes an evenly sorted grade of tea which is free from quantities of other grades, e.g., a B.O.P. should not contain dust and fannings, an O.P. should not contain B.O.P., etc.

Also denotes a tea free from stalk.

May also be applied to the liquor of a poor tea which lacks character but has no unpleasant taint or taste and remains neutral to the palate.

COARSE—Used to describe a harsh liquor; an undesirable feature sometimes associated with very coarse plucking. This characteristic has also been known to result from irregular firing.

COLOR—Denoting color of liquor. Liquor colors vary considerably from district to district and country to country. Different grades from the same estate will have different depths of color.

COLORY—A tea liquor possessing depth of color, apparently possessing substance but not necessarily so, i.e., a tea may be colory to the eye but weak to the palate.

(To be continued)

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President

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World's need for more efficient coffee production

(Continued from page 17)

stance, is developing plans to arrest the decline of the older coffee plantations by increasing irrigation and fertilization and breeding higher yielding varieties and is outlining a program to combat the broca, an insect that is ravaging the plantings in the eastern part of the country. In Puerto Rico, plant-selection work has resulted in a variety of coffee that is significantly higher yielding than the country's established commercial varieties. Now and then a commercial organization, alert to the dangers of ignorance, sends promising young men to a university for training in science.

Even international programs, such as those sponsored by the Food and Agriculture Organization of the United Nations and the technical cooperation program of the United States, have given some assistance to the various groups interested in improving coffee culture. Under the United States program, for instance, soil researchers have discovered the minor-element deficiencies in the soils of Costa Rica; and a pathologist and horticulturist have traveled through all the coffee-growing world to study coffee's resistance to the deadly Hemileia rust, which has practically wiped out the fine Arabica plantings of Africa and the Orient and is a constant threat to the Americas. This particular effort has yielded more than information: it has brought to this side of the world plant materials from more than 100 kinds of coffee. These have been propagated under quarantine by the United States Department of Agriculture; and the young disease-free plants have been shipped to five experimental stations in Latin America for further study and for use in plant-breeding programs.

All these efforts toward scientific improvement are valiant; but experience with similar problems in the United States tells us that the magnitude of these efforts is entirely unrealistic in relation to the development job that is required. Perhaps representative of the slight attention that has been paid to the technology of coffee production is the fact that although 262 full-time United States specialists are now in Latin America giving technical assistance in agriculture and natural resources, the effort they are devoting to coffee improvement is almost negligible.

Nothing less than a concentrated international effort, one that engages the support of both producing and consuming interests, can efficiently apply on a wide scale the techniques of scientific research to coffee production. Two recent events attest to the general awakening to the true nature of the problem. The first occurred in Havana, Cuba, a year ago; the second in San Jose, Costa Rica, last fall.

In Havana, in March 1953, the Federacion Cafetelera Centro America-Mexico-El Caribe (FEDECAME) held its sixth congress and approved in principle a proposal by the delegation from El Salvador. This proposal called for a Latin American Foundation for Research on Coffee and the Coffee Industry. The plan was a bold one, suggesting a trust fund of \$13,000,000 to \$26,000,000, to be established either through a tax on every bag of coffee or by subscription fees. This fund would be used for

such activities as (1) conducting fundamental studies on coffee production and making results available to all growers, (2) making special studies for areas with peculiar problems, (3) promoting interchange of coffee scientists and technicians among all member countries, (4) endowing institutions or qualified individuals to study coffee problems, (5) equipping a laboratory to explore industrial possibilities of coffee, and (6) studying markets and consumption.

A few months later, in September, a Coffee Round Table at San Jose was attended by leading coffee growers and scientists from most of the American coffee countries. These men, keenly aware that only by sharing in an international effort could they best serve their own countries, not only underwrote the idea of the Havana proposal but came up with some suggestions of their own, among them the creation of a Center for the Exchange of Technical Information on Coffee, to operate within the framework of the Inter-American Institute of Agricultural Sciences in Costa Rica. It would be charged with coordinating the work of technical organizations in the producing countries, avoiding duplication of effort, promoting exchange of material and personnel, and granting scholarships.

Never before has such interest been shown in the possibilities of an all-out research effort. Research, of course, is a long-term proposition, especially when it involves a slow-growing creation like a tree, and requires a particular brand of patience, persistence, and devotion. For that, however, we must look beyond the international organization and will find it where it has always been—in the individual scientist in the laboratory and the research station, and in the worker in the field.

What is needed now is a consolidating and a mobilizing of effort, so that the many trained individuals in this important field can be put to work to help solve the problem, with its many implications for consumers, producers, and international trade.

PCCA to review crisis impact on coffee

(Continued from page 20)

the board of directors of the National Coffee Association on Monday, May 17th, at the Lodge. This is the day when most of the members of the Pacific Coast Coffee Association will be arriving, registering and meeting old friends. After that, the directors, who number about 30, can take their place in the activities of the convention.

Tuesday morning, May 18th, will begin with the regular business meeting, followed by talks by leaders in the coffee world. Social and sports activities will include baseball between "the greens" and "the roasters", golf, the cocktail party, and the banquet and entertainment on the last night.

Ed Johnson, Jr., as chairman of the entertainment committee, with his assistants Morris Buckingham and Ed Manning, Jr., are bringing up talent from Hollywood.

Guest speakers who will address the PCCA convention include Roberto Quinones, minister of agriculture of El Salvador; James M. O'Connor, of the Jewel Tea Co., Inc., president of the National Coffee Association; John F. McKiernan, executive vice president of NCA; and Horacio Cintra Leite, president of the Pan-American Coffee Bureau and U. S. representative of the Brazilian Coffee Institute.

New York News

■ ■ At least one of the big headaches in the local coffee picture has been eliminated—the dock strike. Nevertheless, postscripts to that stoppage have yet to be written, as far as some of the local coffee people are concerned. Situations like that always leave a tangled aftermath.

■ ■ Dust off the golf clubs! The local trade's annual outing is in the offing.

In this case, the offing means Tuesday, June 22nd.

The place, courtesy of Durand Fletcher, will again be the Hackensack Golf Club, Oradell, N. J.

■ ■ John T. Collins & Co., Summit, N. J., has been named sales and service representative in this area for the B. F. Gump Co., it has been announced by Ralph E. Williams, Gump, president.

■ ■ After going to New Orleans, for the meeting there of NCA's board of directors, Phil Nelson, of Ruffner, McDowell & Burch, Inc., swung north to Chicago where he visited the company's offices, and then on to Buffalo, where he dropped in on his daughter and grandchildren.

Visiting Ruffner, McDowell & Burch in New York recently were John W. Blackburn, of the Chicago offices; W. Connell Englisbee, of the New Orleans offices; Nestor Cramer, of the Santos offices, who was accompanied by his wife; and Mr. and Mrs. Roberto Lima, of Silveira Freire & Cia., Ltda., Santos.

■ ■ Sailing to Europe on the Queen Elizabeth for a three month's vacation

is Carlos Trueba.

Accompanying him is Arecesio Jaramillo, well known Colombian coffee shipper represented here by Mr. Trueba.

■ ■ On a ten day visit to the New York offices of Carlos Trueba is Alfonso Hernandez, of Gomez Hernandez, Manizales, coffee exporters. Mr. Hernandez flew here from Havana, where he was vacationing with his family.

■ ■ Herbert W. Lange is flying down to Medellin where he will mark his 25th year of association with J. M. Lopez & Co. Accompanied by Mrs. Lange, he will spend about three weeks in Colombia. They will return on the Grace Line's Santa Rosa.

■ ■ Statements by members of the trade have come in for a lot of attention now and then. A great deal of discussion is being sparked at this time by an "open letter to coffee roasters" written by George Harrison, president of The Harrison Co.

Here's what Mr. Harrison has to say:

"Just what do you think would happen if you, an important buyer of green coffee, would:

"1. Show less urgency about buying at these high prices, and . . .

"2. Underbid offers at say five, ten or more cents per pound without caring whether you get the lot or not.

"While there is valid reason for Brazils to be higher, the present show is, to this viewer, considerably out of perspective.

The Brazil shortage has not affected supplies from other sources. You can get what you want, at prices we help elevate. Each of the countries having normal or better than normal supplies now rides on this wave of eagerness to 'reach for' Brazil prices.

"If our giant buying power would, for a moment, sit down to regain its sense of balance, our industry would yet avoid the headache in store.

"I believe we should be more fearful of losing present and future coffee business than of whether we are going to have extra bags of coffee on the floor now, which, incidentally, are hardly profitable for what is involved.

"I believe a roaster's temporary slight reduction in his service for the reason that he is not in sympathy with the market will prove of inestimable value in the long run. Those roasters who will come right up and tell their customers they are replacing their stock with the caution that these unusual circumstances dictate, are going to make a far better impression, public relations-wise, than if they have to keep raising prices.

"Would not some fearless move on our own be preferable to some rulings made by law, which, in the end, would only cause embarrassment to our government? We can act without burdening government, avoid apologizing for something which, at present is beyond our control, and be masters in our own house.

"Less business may result for a short time, but such action now would be insurance for the future . . . for us and the growers. Public opinion would be all for it . . . and for you. Does it not appear better to act on our own before the housewife does?

"Unorthodox? Possibly . . . but restraint is certainly orthodox."

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San Francisco Samplings

By MARK M. HALL

■ ■ Green coffee, tea and spice men calling on the Schilling division of McCormick & Co., Inc., can thank Charles P. McCormick, president, for one of the finest and most unique waiting rooms in the country.

In his early apprenticeship in the business, Mr. McCormick had to do a lot of waiting on hard benches before his turn came to see the buyer. From these experiences came the idea of establishing a pleasant waiting room in their Baltimore offices. It was patterned after a tea house in an old village street of 16th century England.

At the Schilling division in San Francisco, the office foyer has been designed to resemble a Williamsburg street of old colonial days. To the right is the information booth, and to the left is the entrance to "Ye Olde Colonial Inn." Inside is the "Publick Room," a combination lobby, dining room and bar. Artist Edwin Tunis, of Baltimore, is the designer.

The style of decoration and furniture is strictly colonial. Paneling is finished in color, the furniture is walnut in the Queen Anne style. Venetian blinds are used, and while this is thought to be a modern style, it goes back to the days when Marco Polo introduced them into Venice after his travels in China.

The beauty of "Ye Olde Colonial Inn" is only the background for the hospitality which Schilling's extends to its callers. While one waits, tea or coffee is served by a most charming hostess, dressed in colonial costume and picked to convey the atmosphere of the old days of American life. She is Charlotte Westerberg, a graduate of the University of California who majored in public relations.

■ ■ When one of the local boys in the



Charlotte Westerberg serves tea in Schilling's "Ye Old Colonial Inn"

A CUP OF COFFEE

By Elizabeth C. Hall

Oh for a cup of coffee

Such as mother used to brew

In good old days beyond recall

When life was sweet and new.

When grinding of the coffee mill

Awoke the sleepy-heads

Who hastily assumed their clothes

Nor paused to make their beds.

A hearty fragrance met us

As we scrambled down the stairs

And gathered around the table

In our appointed chairs.

Long years have passed, and now at last

No longer need I wait

I drink my coffee early,

I sip it strong and late;

I serve it often to my guests

And render it great praise.

It brings back the rich aroma

Of those tantalizing days.

tea and coffee trade makes top position on one of the *Chronicle's* editorial pages in an article, profusely illustrated and covering half the page, it is time to

take notice. This is the case with Tom Moss, Lipton tea expert. We have always known Tom as a tea taster, but now he is nothing less than an expert.

The article covered the romance of tea, its origins, its methods of production and preparation for the market, and how Tom selects and tastes tea for Lipton's particular blend. There is a little touch of Tom's life, also, how he drifted into the tasting end of the business. On the whole, Tom is a happy individual, but he has one worry, and that is about catching cold. Sniffles and tea tasting do not go together.

■ ■ Ralph Priminger, of Merrill Lynch, Pierce, Fenner & Beane, informs us that his company is making a survey to determine how coffee consumption is faring at present prices. His brokerage firm, having offices in most of the principal towns in the country is in a fine position to make the survey. Questionnaires have been sent out to their offices to be answered by roasters, chain stores and retail outlets. When the results are released they should be very enlightening.

■ ■ Recently a luncheon was given at the Commercial Club to honor W. S. Edgar, of W. R. Grace & Co., for 40 year's service with the company. Present were L. H. Odell, president; William Lynch, vice president; C. G. Eppinger, Eddie Wilson, Fred DeBow, Bill Rogers and others to the total of 20.

President Odell presented Edgar with a gold medal, and Bill Lynch paid fine tribute to his coworker of many years standing. Edgar's second job was with Grace, and 37 of the 40 years have been in the coffee department.

■ ■ John Siegfried, newly elected president of WSTA, won seven dollars at the last meeting of the association in a drawing for those present. While the job is an honorary one, it may have some advantages. Witnessing the killing was Mr. Bloomquist, of the Food and Drug Administration.

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New Orleans Notes

By W. McKENNON

■ ■ Officers and directors of the National Coffee Association who attended the board meeting here included President James M. O'Connor, Jewel Tea Co., Inc., New York City; Treasurer Albert Ehlers, Jr., Albert Ehlers, Inc., Brooklyn, N. Y.; Vice President Albert H. Hanemann, Hanemann & Cummings, Inc., New Orleans; Executive Vice President John F. McKiernan; Edward Aborn, Tenco, Inc., Linden, N. J.; R. E. Atha, J. A. Folger & Co., Kansas City, Mo.; W. C. Becker, Chicago; R. H. Cardwell, C. W. Antrim & Sons, Richmond, Va.; Overton Dickinson, Fleetwood Coffee Co., Chattanooga, Tenn.; W. M. Cain, Cain's Coffee Co., Oklahoma City, Okla.; Walter Emmerling, Ben Hur Foods, Inc., Los Angeles; H. F. Gavigan, B. C. Ireland, Inc., San Francisco; E. A. Lafaye, J. Aron & Co., Inc., New Orleans; J. A. McMillan, The Kroger Co., Cincinnati; Andrew Moseley, Breakfast Club Coffee Co., Los Angeles; Jerome S. Neuman, Jos. Martinson & Co., Inc., New York City; Austin A. O'Brien, Nash & O'Brien, New Orleans; David Platter, Red Owl Stores, Inc., Minneapolis; Milton J. Ruth, Leon Israel & Bros., Inc., New Orleans; Arthur L. Ransohoff, A. L. Ransohoff & Co., Inc., New York City; N. L. Schmid, The Woolson Spice Co., Toledo; George G. Westfeldt, Jr., Westfeldt Bros., New Orleans; E. J. Walker, Byrne, Delay & Co., New York City; John H. Wilkins, Jr., John H. Wilkins Co., Inc., Wash-

ington, D. C.; and T. Carroll Wilson, Hills Bros. Coffee Inc., San Francisco.

The meeting was held at the Roosevelt Hotel. The New Orleans Green Coffee Association was host at a cocktail party held on the exchange floor of the New Orleans Board of Trade.

■ ■ Captain J. W. Clark, vice president of the Mississippi Shipping Co., is in West Africa in the interests of the company.

■ ■ Ferd Dahlen, St. Louis broker for the firm of Hanemann and Cummings, visited at their offices while here recently en route to Central America.

Tom Prettyman, of Paxton & Gallagher, Omaha, accompanied Mr. Dahlen.

■ ■ Adolph Ricks, of Adolph C. Ricks & Co., has returned from a business trip to Brazil.

■ ■ Mr. and Mrs. Elmer Gillenwater, of Wichita, Kansas, were recent New Orleans visitors. Mr. Gillenwater conducted business for the Gillenwater Coffee & Supply Co. while here.

■ ■ Alec A. Walker, of the Aviation Coffee Co., San Antonio, Texas, was a recent business visitor in New Orleans.

■ ■ David Kattan appeared on Station WJMR TV recently in a discussion of the coffee situation.

■ ■ Harry D. Hamilton, who rejoined the Douglas Public Service Corp., and the Douglas Guardian Warehouse Corp., has taken up his duties in a public relations capacity. Mr. Hamilton

is well-known in the coffee trade and is a member of the board of directors of the Merchant's Coffee Company here. He has been active in the warehousing industry for some 20 years, having begun his career with Douglas.

Southern California

By VICTOR J. CAIN

■ ■ Mr. and Mrs. E. A. Johnson, of E. A. Johnson & Co., San Francisco, stopped in Los Angeles for several days before starting their trip to Central America. They expected to stop in Mexico for the first leg of their journey, then on to Guatemala, El Salvador and Costa Rica. After visiting these countries, they will return to California in about six weeks.

■ ■ Pope & Talbot, Inc., held their annual "Day at the Races" at the beautiful Santa Anita track. As usual the hosts were George Bushnell, manager of the Los Angeles office, Bill Egle, and Bill Beckett, all well known to the coffee trade.

The great event of the day was the fifth race, in which was entered a horse named "Redeemer". This big one romped home and paid the fine price of 35 to one, and as the name implied, was but for a chosen few.

Those able to enjoy the day were the following: Ted Lingle, Ed Apffel, Charlie Nonenmacher, Herman Landon, Ray Bradt, Tom Halpin, Irving Manning, Jack Arnold, Jim Duff, Bill Morton, Bill Waldschmidt, Charlie Mack, Charlie Josephe, and Len Koppel. The men later met for dinner at Eaton's Chicken House.

The day was another one of those marvelous parties, and with each year we look forward to this get-together.

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Index to Advertisers

Page	Page
American Can Co. 6, 7	Kattan, David A. 87
American Coffee Corp. 18	Lara & Sons, Inc., Leonidas 2
American Duplex Co. 38	Lee Company, W. H. 85
American Trust Co. 32	Lipton, Inc., Thomas J. 61
Argentine State Line 44	Lloyd Brasileiro 49
Aron & Co., Inc., J. 1	
Balzac Bros. & Co., Inc. 85	Mackey & Co., C. A. 28
Bank of America 30	Magdalinos, S. J. 40
Bayer & Co., O. F. 35	Malzoni & Cia, Ltd. 49
Bendiks, Inc., H. L. C. 37	McCauley & Co., Edw. P. 85
Bennett & Son, Wm. Hosmer 84	Medina Co., J. A. 85
Bickford & Co., C. E. Cover	Mill Engineering & Machinery Co. 31
Bott, George P. & Co. 85	Mississippi Shipping Co., Inc. 46
Brazilian Coffee Institute 9	M. J. B. Co. 29
Brookhattan Trucking Co., Inc. 50	Modern Coffees, Inc. 13
Burns & Sons, Inc., Jabez 5	Moore-McCormack Lines, Inc. 45
	Muller & Co., E. B. 35
Carswell, Walter B. 85	
Champon & Co., L. A. 81	National Federation Coffee Growers of Colombia Cover
Classified Advertisements 88	Neugass & Co., Inc., L. 34
Continental Can Co. 14	Nopal Line 47
Cosmopolitan Shipping Co., Inc. 50	
Dammann & Co., Inc. 82	Old Slip Warehouse 52
D'Antonio & Co., C. H. 87	Ortega Emigh, Inc. 33
Dobbeleer Co. 40	Otis McAllister Cover
Dodge & Olcott, Inc. 68	
	Pellas Co., S. F. 31
East Asiatic Co., The Cover	Phyfe & Co., James W. 84
Edwards & Sons, Frederick 61	Pope & Talbot Lines 45
Emigh Co., Inc., Weldon H. 86	Purcell Co., W. J. 84
Fairchild & Bolte 35	Ransohoff Co., Inc., A. L. 85
Federacion Cafetalera Centro- American-Mexico, El Caribe 28	Reamer, Turner & Co. 84
Florasynth Laboratories, Inc. 72	Reaud-Geck Corp. 84
	Roussel & Co., Inc. 87
General Foods Corp. 42	Ruffner, McDowell & Burch, Inc. 10
Givaudan Flavors, Inc. 77	
Grace Line 48	San Francisco, Port of 33
Grace & Co., W. R. 36	Schaefer Klausmann Co., Inc. 12
Greeting Pages 25, 26, 27	Schonbrunn & Co., Inc., S. A. 37
Gump Co., B. F. 3	Silex Company, The 11
	Slover & Co., Inc., Charles F. 85
Haas Brothers 33	Standard Brands, Inc. 38
Haitian Coffee 18	Sterwin Chemicals, Inc. 70
Hall & Loudon 62	Stockard & Co., Inc. 49
Haly Co., The G. S. 86	Stokes & Smith Co. 8
Hansen, Walter R. 88	
Harrison Co., The 41	Tea Council 54, 55
Holiday Brands, Inc. 30	Thomson Inc., Henry P. 57
Hooper Jr., Co., Joseph G. 86	Thurston & Braidich 66
International Freightling Corp. 47	United Fruit Company 48
Ireland, Inc., B. C. 66	
Irwin-Harrisons-Whitney, Inc. 59	Vacarro, Felix J. 87
Johnson & Co., E. A. 29, 86	Wessel, Duval & Co., Inc. 85
Junta de Exportacao do Cafe Colonial 4	Wilhelm & Co., Inc., R. C. 39
	Zink & Triest Co. 80

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